

Questionnaire Responses

Housing Questions

1.	Between now and 2032 how many new houses do you think should be built in Penrith
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Comments

Penrith needs to grow but selectively and to meet real not just imagined demand

No idea where everyone is coming from to buy all the houses that Government policy says we need to have but the houses must be affordable for Penrith people and should be limited to those living and working in the area not those wishing to retire here

Is the Eden Vision from the paper leading on this and telling us what we are having.

Build a load of eco homes

As low a number as possible

We desperately need AFFORDABLE houses for young people and young families not those retiring to Penrith or on higher incomes. I want to live here near my family but struggle to even afford the affordable houses as I am on a low wage.

Penrith needs to keep its identity as a small town

Penrith is great location on M6 and A66. Do we want to get bigger - currently it is a big village. More people makes something more feasible. Need to keep character of the town but also very importantly need to have jobs for people.

Penrith is in danger of becoming too big, a better solution to housing need would be to provide more affordable housing in villages where it's needed

We need to accommodate more groups and not be so insular. We also need to give more young people opportunity to stay here and make their lives if they want.

Convert empty pubs and buildings into affordable housing.

It should depend on the estimated population growth and capacity of other services

Over 10 years. Based on UK housing policy where local need comes second after market housing - and applying the logic of the Eden Valley 2006/11 Strategic Housing Market Assessment page 70. This states an overall need for 1072 new homes PER Annum, of which 434 pa would be affordable housing. So in order to house local families on ordinary

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incomes it is essential to deliver as a minimum the above number of affordable homes per annum off the back of a larger amount of market housing. It will be vital that developers are not allowed to talk down the % of affordable housing they are asked to deliver. On the other hand, the District Council could use its powers to help a Community Land Trust (CLT) to acquire development land. The CLT would then be able to develop a maximum of local affordable housing funded by a minimum of market housing.

A proper survey on how many people NEED a house in Penrith plus one third to allow for growth

Employment opportunities should dictate the number of houses not just imagined numbers.

Lots of TRULY AFFORDABLE homes

2.	Where could new houses be built in and around Penrith, this could include sites currently occupied other than by housing
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Comments

More potential of going north from Fairhill - to Greengill and beyond - especial (see possibly later re roads) if the road from Bleak House to Stoneybeck as well as by the Spinney and Greengill are improved to make link to Stoneybeck better.

Extend out at Carleton more.

The outskirts of Penrith

Convert the empty buildings in New Squares into flats

The Crescent, Clifford Rd, land adjacent to the A66.

New housing should be allowed in villages not just concentrating them in the main areas

On the west side of the motorway towards Newton Rigg and Mile Lane

Between Penrith and Stainton, Castletown towards Greystoke.

Re-use empty buildings in town

Should be within a mile and a half of the town centre to encourage walking and reduce car useage

All housing developments should include open green space, personal gardens, communal gardens and play areas.

Questionnaire Responses

It is wrong of EDC to remove villages from the local plan and concentrate building in the main centres.

Build on brown field sites before green field. Identify places in the middle that may become vacant (eg Reeds Printers, the General PO) and identify for appropriate style houses for the future.

To the west of the M6, Penrith is lop sided.

Sites should not affect the eyeline and detract from the landscape

3. Where should houses NOT be built
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Comments

On the few remaining open green spaces in the town. Towns need space as well as houses. E.g. Croft Terrace, Scaws Drive, St Catherine's school field etc

On current green spaces, behind the Beacon (like in the paper) or on any land liable to flood (ask the old boys not just the paper experts)

Please don't build on anywhere that affects the views from Beacon Edge, the Beacon, open spaces or rights of way / bridleways

Green spaces

In the town centre on little tiny bits of ground

Eamont Bridge

On green spaces already within the town

Green land just off Beacon Road and top of Croft Terrace

Anywhere where the result would be cramped either within individual building space or for a community. There needs to be proper communal space and facilities. Don't just pick on the basis of land availability, think about sustainability

Good farmland as it employs people and produces our food

West of the M6, South of the A66 and in large house grounds

Out at Fairhill as its agricultural land

Questionnaire Responses

It's good to use brownfield sites but DON't cram houses into small spaces

Play areas, playing fields, school playing fields, QEGS VI form buildings

Close to the River Eamont, especially behind Skirsgill Lane.

There should be no over-dense developments or tight infil

In gardens

On the green spaces in the town . These areas needed for playing walking etc. Too many houses being squashed in existing residential areas. Green spaces needed for fitness and mental health well being.

West of Motorway East of Beacon

Off Beacon Edge

Behind the Beacon, on flood land or on green farmland

On the flood plains

Carleton

Behind the Beacon (54 comments)

Cowraik Quarry

The woods at the top of Scaws should be protected from development also the fields directly below Beacon Edge above Carlton should be left

There is a lot of development scheduled for the north of town, this way in is already clogged up every day and I fear that this will be exacerbated.

4. What sizes of houses do you think are required
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Comments

Penrith desperately needs affordable housing through HAs

There is nowhere affordable for young people to live

Affordable family housing with garden space

Questionnaire Responses

New developments should have mixed housing throughout of different sizes, flexibility in all areas so that 'exclusive' labels are not attached to certain areas eg 'executive types of properties'

Starter homes are needed if the town is not to lose young adults with smaller family homes at an affordable rate to encourage them to stay. We also need homes for older people.

There needs to be more housing for young families with some parking and garden space and developers should be held to housing quotas not call the shots

Our younger people can only afford smaller size houses (they have one of the lowest incomes in the country), the buildings built are for rich people who come from elsewhere

Family houses with outside space, not crammed in to make money without any

2/3 bedroom small family homes with outside space that you can grow into

The term "bedroom" but this also included rooms used as study / office
Also the "Affordable" need to be affordable - and that is £100K not £200K.

We need to accommodate the single young people and reflect the national stats.

When we know who needs a house we'll know what sizes are needed. The large building firms want big houses as that means bigger profits but where do these people come from

This should depend on the estimated demographic

All sizes are required and it is important to cater for single people whose needs are often overlooked

5. What styles of houses should there be

Comments

We desperately need smaller bungalows for an aging population. Please build tasteful, low level flats not monstrosities

Questionnaire Responses

Houses need to fit a Penrith style – some that look like old cottages and developments that look like villages would be nice.

Build eco homes in various sizes

Well designed houses in keeping with the local area not the same boxes as the developers put up in any other town, please have some imagination

Bungalows are not just for older people

Decent architecture and building, not the rubbish that could be any town anywhere, use of natural local stone and slate

There needs to be more options for downsizing (not flats)

Old Penrith has a number of nice terraced streets which form part of the character of the town

Developments should be mixed, don't put all the 'executive' houses in one part of the development and affordable in the other.

Houses need parking and garden space. Concerns about the density of houses on new developments

Look at quality of design and features.

Look at the new pre-fab building being built - very compact, very environmental etc - and very cheap (unit cost is about £50K - plus land cost)

All types but ensure most have some garden space, especially family houses.

We need more bungalows for older people to downsize into and for families with dependent or disabled children/relatives

NO MORE FLATS (multiple comments)

Housing suitable for older people to age gracefully as we have an aging population

Depends on who needs them

Questionnaire Responses

More bungalows – not just older people want them

There needs to be some policies for housing development quality and appearance – Penrith is getting houses that can be found anywhere and don't reflect the town

Interesting ones not little boxes like everywhere else

Retirement properties

6. Should properties be available as:
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Open Market
Social Rented
Private Rented
Affordable
Part rent / Part buy
Starter Homes
Self build

Comments

A good range really

Self build can make a house affordable for a young couple / family especially in the rural part of the parish where family may have given a plot of land free or vastly reduced.
Affordable housing is needed for young people, families and the elderly.

It's important to have a range of opportunities

Affordable needs to be on a Penrith wage not a national wage

Affordable needs to be affordable!!!! and part rent part buy need to be affordable!!!! I was on a managers salary when looking for my first home round here and ended up living in Carlisle because I still couldn't find 'affordable' housing or part buy part rent that was really affordable for me, and I was earning more than the average for this area! we REALLY need to realistic about this and not think like white middle class men!! we REALLY need to think out of the box!

We need to provide houses for young people and young families to stay in the area near families to provide mutual support. At the present time its cheaper to move to Carlisle

Questionnaire Responses

Part rent part buy is terrible value for the purchasers. Community land trusts have proven that it is possible to offer just part buy with no rent. This enables the building society to offer a larger mortgage, and therefore gives the buyers a bigger stake in the home, and comes closer to covering the cost of provision. Self build is also important. There are many families who could afford the cost of construction but cannot afford to buy. Shropshire council has a long standing policy which allows local people to self provide their own home which is then pegged to a % of market value. Self build can also be pure open market value. Self builders build to much higher quality and more functional space standards than spec developers. Bob Kerlake previous head of civil service stated that the UK builds the tiniest most expensive homes in Europe. Community Land Trusts in Crosby Ravensworth and Keswick have improved on space standards and affordability and protect their homes forever for future generations. Would be great to discuss the possibility of a CLT for Penrith. Eden DCs allocation of grant from the new Community Housing Fund could help this happen

Try to ensure that the 30% affordable houses are built, and that they are affordable. Given the salary averages within Penrith even affordable now aren't properly affordable so first time buyers, our young people and single income households are buying in Carlisle leaving houses here for people retiring to the area

7.	Should new builds include green / environmental features such as
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PV / solar panel
Rainwater harvesting
Bird/Bat boxes

Comments

These should be compulsory in all planning permissions

If new developments are planted with trees bird and bat boxes won't be needed on houses

Well insulated, heat efficient builds

Small individual wind turbines, suitable water and sewerage systems and composting facilities that community gardens / gardeners could use.

Common sense features that work and that are free of subsidy

Bird boxes are ok but definitely NOT bat boxes

Questionnaire Responses

All new builds should be of passivhouse standard, in Germany all new housing is built to this standard. Design needs to be innovative

All new builds should have triple glazing

Always good to have environmental features if possible. We need to preserve what we can for future generations. Don't spoil what is a lovely town and area.

More fundamental - look at the new pre-fab building being built - very compact, very environmental etc - and very cheap (unit cost is about £50K - plus land cost) Top levels of insulation - minimal extra cost.

Fibre glass loft insulation

Solar panels and heat pumps, water collection butts

Where practical all houses should be sustainable, energy efficient and affordable.

The gardens should be planted with wildlife friendly plants (native species where possible) and should be set up to ensure connectivity

The most important thing is to reduce energy requirement via the outer shell insulation. After that any technology that can be afforded within budget is good

Orientation, insulation, energy saving features

Leisure, Wellbeing and Greenspaces Questions

8. Are green spaces important to you

Comments

Green space in the town is being eroded as EDC give permission to build

All new developments should include decent green space and gardens not just little bits on the corners of roads

Developers should be asked to include green spaces or pay towards the development / upkeep of green spaces and play areas near their development.

Questionnaire Responses

None

9. Which green spaces are important
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Comments

More open green space should be created in all significant developments to create a village type community as part of the planning permissions

The cow pasture in the little valley near the health centre and hospital and the waste ground below the Folly Lane Allotments

Land adjacent to Beacon Edge opposite the cemetery, at the top of Croft Terrace and further along, area to the rear of Foster Street, Nature Reserve down the lane adjacent to Page Hall and grounds of Page Hall

Scaws Drive, Croft Terrace, Pategill Back Field, Carleton Park, green spaces on Voreda Park Estate

St Andrew's Churchyard is a semi hidden oasis of green

St Andrew's Churchyard is one of the more significant and attractive

Backfield, Pategill and land between Pategill and Tynefield Drive

School playing fields.

Also important are Scaws field, Carleton Park, green space near Meadow Croft and Milton Street, UCC and QEGS play fields, primary school fields and churchyards

Scaws Green/Scaws wood (where there is a neglected pond). Need to nurture Carleton Beck and Thacka Beck

Don't chase young people away from Castle Park if they want to sit and meet there and behave responsibly

Green space Land at top of Croft Terrace, Beacon Edge next to Mount Pleasant and Croft Avenue Green

Brunswick Square - though that is private - not necessary for using but providing a green area. Above Croft Terrace Above Scaws Drive Castletown Reck, Below Netherend Road, The Beacon, Next to Carleton Hall Walk

Questionnaire Responses

QEGs and UCC playing fields - not necessary for using but providing a green area. St Catherine School play area - not necessary for using but providing a green area. Frenchfield East end of Carleton - near A686

The Beacon

Scaws drive, The Beacon, Scaws top and bottom woods

St Andrew's Churchyard

Fairhill is awful, poor children's play area and nothing else there

All Green areas are important to: Leisure, Wellbeing and Green Places. b) Where we falter is: acknowledging who's best placed to deliver? c) The district supports and aids: the communities deliver!

10. How could we improve communal green spaces

Comments

Disabled / pram / pushchair access / paths especially Castle Gardens
Just don't build on these areas. It's enough just to have the green space for walking, playing games etc.

Community orchards and gardens sound lovely just not sure how they would work

Shelters to sit in at Fairhill or Castlepark,

Benches with shelter over so you can just sit down out of the wind or rain

Planting of wild flowers on verges coming into Penrith from the south

Love the idea of community orchards on bits of developments that can't be built on

Improve footpaths / put in footpaths at Castle Park, Fairhill etc

Penrith has some exceptional view points: Castle Park view of Cross Fell range, views of the Lakeland fells from Scaws Drive Green and Beacon Edge, and from the North bound playform of Penrith Station public pay as you view telescopes would be great

Questionnaire Responses

Free outdoor gyms would be great as it is too expensive for young people to use the leisure centre

Ban dogs, dog dirt, fast food, keep spaces clean and open

More wild meadow planting should be encouraged for bees and insects

A variety of trees please not just cherry, apple, pear etc would be good.

Outdoor gym equipment etc for all ages would be fabulous

Play areas need to be updated and maintained

Carleton Park needs a path with low level solar lighting and some seating

It would be great to see an adventure type play area / course for older children / teenagers not just play areas for young ones – Fairhill?

Parking at Castle Park is poor now that the CCC have removed the three hour parking restriction.

Plenty of seating Rubbish bins Poo bins Promotion of the main ones in one leaflet - Castle Park, Wetheriggs, Fairhill etc Create "Friends of" to help look after specific spaces.

Covered seating, and footpaths through and around areas suitable for the infirm, wheelchairs, pushchairs etc.

Put on community/fund raising events at Castle Park.

A booklet showing the green areas, leisure facilities, woodland walks would be great!

The adoption of a 'Local approach' is said to be a key strand. All part of the devolution process. a) It is also believed: community enterprises will be the best people to develop local services for their communities. b) Why? Because they will be better placed to draw on all the knowledge, resources, skills and assets within that community and will be able to shape services to best reflect local individual circumstances. c) Shifting management or ownership of assets to community-based organisations will give them a platform to deliver sustainable improvements within their neighbourhoods.

A community garden

Questionnaire Responses

Protection orders of some kind, increased dog warden patrols and that goes for the streets as well

Cycleways / routes

Protection orders of some kind, increased dog warden patrols and that goes for the streets as well

11.	What are your views on leisure and recreational facilities – both indoor and outdoor, do we need anything else
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Comments

Some sports facilities like tennis could be made more accessible (ie subsidised or free), things like paintballing, lazer quest, ice skating, ten pin bowling etc would be brilliant

As the population increases we need more, this would also help tourism

Castle Park needs to be improved / upgraded eg: café open longer and more of the year, money raising activities, trampolines, don't chase young people away.

The leisure centre, Castle Park and tennis club is too expensive for young people

Cheaper access to leisure facilities for local residents through a loyalty scheme – costs can be prohibitive for younger and older people

There is not enough for mature teenagers to be doing on a night other than sitting in MacDonaldis

We need more summer sports facilities.

A more diverse programme at the Alhambra not just commercial films, more encouragement of outdoor sports, an evening café or two with the opportunity to read / converse etc

More accessible clubs for teenagers

The Leisure Centre could be developed further

Questionnaire Responses

The sports centre is well used but the opportunity to develop further has been lost.

A large climbing facility like the one in Kendal in the old Farleys factory would be good

A tarmac cycle track round the outside of Fairhill or Frenchfield

The leisure centre has gone downhill, the company that run it are terrible and the soft play area is a waste of space and detracts from the whole centre.

Children's play areas are a bit old fashioned and boring, need to be kept up to standard and fixed.

The cost of the local leisure centre is steadily rising – should be a loyalty card for local residents

The parks in the town need more for teenagers – in Canada they have 'teenager' parks on the edge of the playground where teens can hang out without having anything so 'un-cool- as actually being in the playground and they are not chased away. A bowling alley or lazer quest type facility would keep them in Penrith

Not bad

There desperately needs to be an indoor leisure facility such as a bowling alley etc apart from the Leisure Centre where young people can go and hang out without being chased.

It would be lovely if the path along the field behind the medical centre could be lit with low level solar lamps and a path extended for a walk to the River Eamont around Carleton Hall

BMX track should be built like the one EDC got funding for but they backed out last minute. Bowling alley or something along those lines

We have a good leisure center already which seems to be well used. Thinks like park run are great. Maybe more outdoor activities to encourage children to get outside particularly in school holidays.

BMX Track would be as well used as the Skate Park

Questionnaire Responses

There is a huge leisure and recreational offer in the town. Could do with more promotion - look at dedicated website for all facilities and clubs. Have "Sport Directory" - for Penrith or for Eden - used to be produced by Eden Sports Council. Have a bouldering wall at the leisure centre - very popular with climbers as no need for ropes - especially popular with youngsters.

Outdoor gym's in parks would be fabulous for adults and teenagers

A bowling Alley (multiple suggestion). Use the old co-op building. Something to do for tourists when the weather is bad.

Safer cycling and walking routes

Now that the laser quest type place is closed there is nothing for the 11-18 year olds to do in the town

Please can we have something for young people, they don't all want to go to somewhere run by church groups

There is land behind the hospital that could be used for a variety of things

12.	What would you like to see as an arts / cultural offer in Penrith
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Comments

More foreign food shops

A more central role for serious music in the town and better promotion of the theatre.

Something that engages everyone but don't lose the historic aspect of Penrith

Anything supported by business or personal philanthropy but NOT funded from public funds

A further cultural offer is needed

Gallery space in the middle not on the outskirts

Music venue and more live bands in pubs etc like Cockermouth

Do a proper cultural programme for Penrith

Encourage more events in the middle of the town

Questionnaire Responses

We need more exhibitions etc in the MIDDLE of town

The majority of young people prefer hands on activities

More notice taken and more respect of younger people

We need more in town not at Rheged, art exhibitions would be good, nothing much seems to be publicised well

The Playhouse / theatre needs improved facilities, Rheged needs more frequent transport links to the town centre

A good live music venue similar to Bootleggers, Kendal Brewery in Kendal and the Brickyard in Carlisle

Penrith should be able to support an arts centre like The Brewery in Kendal or Old Fire Station, Carlisle

More live screenings at the cinema. More music events

The Playhouse is "alright" but would be good to have a better located theatre etc etc - but would it be viable. Leisure centre there with huge facilities for events - could possibly do more. Would seem to be need for close links in the Art world - Eden Arts in important position - not sure if they fully fit that position. Thinking of Eden Sports Council - might be good to have an Eden Arts Council to bring together providers of arts and culture in Eden (rather than just Penrith)

More invitations to outside agencies and arts groups sponsored if possible by local businesses supported by local B/Bs in town

A concert Hall.

A museum or gallery space for local and visiting artists, craft people, potters etc

I would like to be able to attend adult interest courses that run in the evening that are for fun rather than work

Better music venue, more live music that all ages can access

Something better for all ages and pockets

Questionnaire Responses

Eden Arts activity is adequate. Care needs to be taken with events at the old Fire Station as it impacts on parking for the Doctors and hospital

Eden Arts putting comedy/ gigs on again at the leisure center, more support for arts groups running themselves, help for youth groups

Visitors like to see some historical information / trail about a place

13. Are educational facilities sufficient – particularly when Penrith grows
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In an ideal world it would be much better to have more educational facilities with smaller classes and more teachers and more teaching assistants. However with all the cuts I'm assuming that's not going to happen

They are available, my Visits to Penrith school facilities looked good yet without leadership or inspiration.

As Penrith grows particularly northwards there is a need for a primary school at the north end of the town. Topography difficult with hills at that end but if it grows towards Stoneybeck would a school near Bleak House be a good location. QEGs should just take pupils from the area and not suck in from all over the place (Lancaster, Carlisle etc) it maybe helps these stats but (being a past scholar of QEGs) it feels pupils are missing out on after school activities. Would also give more spaces in the area to cope with increase in demand. Not sure if it is near capacity - looking to sell annex and space on the school field to develop, UCC is a different animal to what it was 30 years ago !! Understand it is near capacity though. May come to point where a new secondary school is necessary - but appreciate difficulty of establishing a new school from nothing

Needs to increase in proportion with growth

Education choice is good but not convinced that the schools can cope, especially the secondaries. Health care facilities are extremely limited most of the time you have to go to Carlisle

As there are no good apprenticeships or university courses here young people have to leave and then don't return

Needs to be developed alongside housing development not left until the end

Questionnaire Responses

No they aren't now

A new primary school in the Carleton area

Definitely not – already the schools and health facilities are under massive stress which will only get worse as the proposed house building gets under way.

No

Definitely not especially when one secondary school takes pupils from anywhere and not just the Penrith area and the other is pretty full.

More schools will be needed by 2050 if there will be 8,000 more homes

14.	What is the availability of health services like in Penrith ie Doctors, Dentists, hospital etc
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Comments

Could probably do with more NHS dentists

It is already difficult to get appointments

The doctors / minor injuries unit needs to improve, you often needs to be sent to Carlisle for x-rays / scans

There needs to be more doctors and a police presence in the town

At Birbeck if you ring for an appointment you can only get an appointment if its not urgent 6 weeks after you ring which is appalling

With a hospital and two health centres together there isn't enough parking at the hospital, a growing town needs schools, doctors and health facilities, infra structure should come first – it is impossible to get a doctors appointment within a week now

Will need to grow and needs better signposted within town and from main access routes

As the town grows a larger health centre for an aging population

GPs and Drs are insufficient even now

Questionnaire Responses

Have to wait up to 6 weeks for a non urgent appointment at the doctors

Declining

The parking at Penrith Hospital and Birbeck Surgery needs expanding

You can see they are under pressure

Getting Around

15. Do you think there is a parking problem in Penrith?
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Comments

There is a problem in the old estates like Scaws due to the increase in car ownership. Residential parking schemes increases the problems

There are not enough disabled places

Lack of cheap parking in the town centre

Houses in the middle don't have enough parking places.

A park and ride scheme for the town centre supported by developers building on the outskirts

Too many double yellow and restricted areas, parking should be free at all times for all local council tax and business rate payers.

Make a special CHEAP car park for workers

The town centre is short of one or two hour free parking spaces

The three hour free parking at Sainsburys is good but part of the problems in residential areas is because there isn't enough long term cheap parking for those working in Penrith

You just have to walk – there are always spaces

Wetheriggs estate

Questionnaire Responses

All over town – solutions, more free / cheap parking for workers, a multistorey car park at the bus station or bluebell lane.

Parts of residential area closer to the town have no residential parking meaning workers park in resident spaces, there needs to be long term cheap parking for workers

Too many developments are passed with not enough parking space. Forget national recommendations, in this area a house for a couple is likely to have two cars and a family home up to three or four as young people remain at home longer

Obviously there is a problem if the slightest traffic problem causes a lock-up of cars right back up the A6 and also Ullswater Road (and it does!)

Opposite railway station next to Castle and in the New Streets due to their not being enough cheap long term car parking for workers who are generally on a low wage.

There needs to be the facility to pay for one hour parking

On developments as EDC never designate enough car parking

Parking should be cheaper to attract tourists – look at Ilkley and long term cheap parking for those working in the town

Only good at the moment due to the Sainsbury's free parking, is this guaranteed? (a number state this)

One hour on street parking isn't long enough

Wetheriggs Estate

Get the developers at the north end to subsidise a park and ride scheme

Middlegate and by the George

Parking bays are too narrow for modern cars, there aren't enough child and parent parking places or disabled spaces in car parks

Parking permits in residential areas is a problem and permits just move the problem wider afield.

Questionnaire Responses

Provide more car parking at a cheaper rate for those working in Penrith to get them off residential areas or provide a large car park on the outskirts and a regular park and ride scheme

In the holidays just general lack of parking in the town, though this has definitely improved since Sainsbury's made their car park free for 3hrs

Everywhere! But this isn't just a Penrith problem. The 3 hours free in Sainsbury's car park should be made permanent and the council staff parking opened up for free parking out of work hours

Short term parking by parents on the school run – more yellow lines

Main problem is the traffic wardens

Because there is no short term parking (1 hour) or cheap longer term parking for workers, the lower part of Carlton Road is parked with cars all day

Residential parking is a problem

The loss of the three hour parking on Southend Road is a problem as cars remain sometimes for a week as these places are used by those travelling by train.

Big pressure on car parking in the summer. Workers now parking further and further out from the centre - with ongoing restrictions created in residential areas. Sainsbury has helped - but less spaces than the Southend Road taking account of shoppers there as well. Old London Road depot is about the only space of any sign left in the town centre (or at least near). The EDC depot should be relocated outside the town (Skirsgill - better for getting out to areas in Eden as well). Make this into a workers car park (£300 per year fee !) and long term (over 3 hours) car parking. Also possibility of overnight for campervans.

Park and ride - don't think it is feasible with numbers involved. Linked to Park and Ride - better bus services - need to charge everyone one with more limited freebies - so not falling on County Council costs

It's too expensive. To encourage more tourists cut the prices. Make it free all day.

Stop HGVs using Beacon Edge as a ring road.

By pass at northern end through Gilwilly

Questionnaire Responses

A pedestrian crossing outside Merlin Court is very dangerous, cars pass at speed even when on the crossing – an old people crossing sign would be appreciated.

Reinstate 3 hour parking outside Castle Park

Parking at Sainsbury's is brilliant, parking problems are residential.

Lark lane at evenings and weekends

The spaces outside of Anglian House, Friar Gate are used by M&S customers rather than the car park. Encourage M&S to offer 15 mins 'free' parking and make this a one 1hr disc area. My mum lives at Anglian House and I often struggle to get parked nearby/in front to take in my baby/young child. My mum has problems parking too as do other residents. There are people using these spaces for shopping at M&S frequently.

16. Is signage adequate for those in a vehicle or on foot / bike?

Can always be better. Don't use locals to check the signage - use visitors

Needs updating continually, and also painted signs on the roads (including parking restrictions).

Needs better signage for those on foot from the outskirts to the centre

There needs to be more signage for people on foot, some towns have nice arrow posts for directions.

More signs in keeping to help with directions

More key areas should be signposted particularly for pedestrians

Signage through theyards off Middlegate / Devonshire Street and through routes in Pategill

Signage needs to be consolidated too many looks messy and can be confusing

Better signage for disk zones – not everywhere has them and a fine puts visitors off as does over-zealous traffic wardens

Questionnaire Responses

Simpler straightforward signage and little maps would help everyone

There is no sign at the bus stop saying 'Welcome to Penrith'

When there are road works diversion signs are abysmal

Signage to car parks showing whether long term and number of spaces is poor

Heritage trails and green space trails would be good to tie in with leisure

No welcome to Penrith sign at the Bus Station, better signage needed for bus station, train station, car parking, tourist information and parking disks

Rationalise signs and make them clearer

The signage can be confusing and for visitors coming in needs to be larger so they can see if driving past.

Signs for disk zones need to be bigger and clearer – not everyone knows about them

Tidy it up. Too much signage.

Good signage route to the town Have "Info Points" on the roads coming into town (too late when they are in town) - A66 east - layby at Carlton Hall ; A66 west - layby just to east of Rheged roundabout ; Link from M6 to Stoneybeck - at Layby on left Have "Info points" at car parks in town. Have a "Long Stay" car park (Old London Road) in town Create car park for campervans to overnight with plug in points - Old London Road

Have signs for people staying in hotels and guesthouses on the edge of town (eg North Lakes Gateway) showing how to walk to the middle and how long it will take

There is no signage on the A66, motorway or Kemplay to say that Penrith has a hospital and a 24/7 minor injuries unit, TIC etc

Better Cycleways

Questionnaire Responses

17.	It has been suggested that some of Penrith should be pedestrianised, do you agree?
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This could kill local trade and small shops and make it difficult for older / disabled people to get into the middle to shop

Just pedestrianise for special events

Pedestrianisation would give a more open feel in the very centre that lends itself to open air events

It loses parking for older people who can't walk long distances into the town

Without a proper ring road which I don't believe Penrith needs, I don't think we need pedestrianisation. Could if needed close the middle on a Saturday for town centre events.

Pedestrianisation schemes are the kiss of death for any town centre, especially when the retail offer is poor – cars are needed to shop and create wealth

Middlegate to HSBC corner

Could do town centre south of Market Sq: either King Street closed to through traffic (Southend Rd and Prices Rd one way); or close Southend Rd then Princes Street around to Gt Dockray to through traffic

A ring road/by pass and pedestrianisation will kill what is left of our town centre

From Princes Street Car Park to Great Dockray

In front of the George and round the Monument.

From the narrows to the Musgrave Monument

Older people like to park as close as possible to the shops, pedestrians like to walk safely

Pedestrianisation will make it more difficult for an aging population to pop into town to visit some shops in the middle which will hit retailers and destroy the local shops

Questionnaire Responses

From the narrows down King Street to the sweet shop and round to the bandstand

As a trader I know that this would affect my business

Around the Musgrave Monument to the far end of Middlegate near the TIC

Close the middle on a Saturday for a good weekend / Saturday market

I don't see that there is a problem with the current system - there are plenty of safe crossing points through town.

Devonshire St, Middlegate

The middle of the town round the clock and in front of the George and up Fell Lane

The whole of Middlegate, Devonshire Street, round the clock and King Street, apart from some disabled places and deliveries

Narrows to the clock tower

Around the clock tower

Start with Devonshire Street - not Middlegate No doubt many will argue against to allow traffic to flow through the middle - but that is the whole point - it is awful when stood at the Monument with traffic streaming past. Need to review the flow through the whole town - the main problem location from the north is the immediate south side. Could "Armstrong and Flemings" be used to cut through onto Roper Street. Suggest widen Portland Place (pavement on east side has now two trees out of more originally - and can be reduced and so widen the road). Can easily be tried out with closure of the Narrow - could be done on a specific day (Saturdays and Tuesday) etc Improve signage - Wetheriggs - up Brunswick Road

Definitely. Close the area between the Narrows and the George. It can be done when there's a festival. Why not make it permanent

The centre around the clock

The centre of town should be pedestrianised from the narrowgate area to the monument, and limiting access for cars down the pedestrian area behind the main road, whatever it is called. Where lakeland music and hedgehog books is to stop people using it as a short cut if the middle is pedestrianised.

Questionnaire Responses

Around Clock tower/ possibly George Hotel. To create a more safe area for families/visitors/people to enjoy the town, possible outside eating space for cafes and market stalls. It works brilliantly in Keswick and draws people to the area

18.	Do we need to look at a one way system or ring road for Penrith
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As an area relying on tourism we don't want them to bypass the town

A range of traffic improvements is necessary:

- Double roundabout at junction of Benson Row / Fell Lane should be light-controlled because of obscure sight lines. This is also an important crossing point for children going to school
- The whole of the inner ring-road of Friargate / Benson Row / Meeting House Lane / Portland Place / Strickalndgate needs improvement
- Light control is needed at the sharp one-way exit from Folly Lane onto Carleton Road
- Langton Street junction with King Street is very awkward and impedes traffic flow if cars / vehicles are turning in or out of Langton Street
- Crown Square is confusing and dangerous to drivers and pedestrians. Southend Road / Princes Street is too narrow for two-way traffic, it should be one-way
- Beacon Edge Road is unsatisfactory for a ring road – it is a residential street and well removed from the town centre. In the longer term there could be a road east of the Beacon (see Vision from the Herald) but this is too far away to help distribute traffic in the town centre

Only for the possible pedestrianised bit, we don't want to take all traffic round as they might bypass Penrith altogether and we need visitors in the town.

Waste of money it would only make the town die faster

May be a case for one way – eg New Street possibly even on Brunswick Road if town centre is pedestrianised

If developing a ring road look at the town centre first as a by pass could kill trade unless there is something to bring people in for

Questionnaire Responses

A ring road should have been built 60 years ago – separation of traffic is crucial but you still need visitors and locals in the town centre. The one way system should be removed – it helped on Brunswick Road

We already have a one way system around the town but a ring road just for heavy traffic on the NW side would help.

Rather than build behind the Beacon just direct heavy traffic or those wanting to by pass Penrith on the A6 to the motorway at J41 then down to J40.

Ring roads kill town centres

There is no room close to the town which developed in a defensive position – please DO NOT go behind the Beacon

Current system is probably ok

A park and ride scheme would greatly improve things

Taking traffic out of the middle would kill business for some shops

We need a road from Gilwilly to the M6 roundabout at Catterlen

But not behind the Beacon

Plan for the larger town we will have in twenty years

Behind the Beacons from the A66 to Stonybeck

Some sort of ring road but not behind the Beacon please

Need a link from the A6 to Gilwilly - - Development of Raiseland Farm will take up best link - further out become steeper - Consider link down Thacka Lane with alternative link with traffic lights under the railway - objections and problems with houses on Thacka Lane. Consider making Princes Street one way from Great Dockray to Crown Square Additional idea of improvements of road from Bleak House (with past the Spinney to Greengill Road) to Stonybeck - to draw traffic from new develops at Fairhill etc away from Salkeld Road

There's always a queue past the railway station to the Morrisons roundabout

Questionnaire Responses

Some way of easing traffic coming from ullswater road through town via Morrisons roundabout also castle town. Maybe a way of connecting town head and gilwilly

Not through the centre but certainly around penrith, the flow of traffic in the summer months trying to get down the dual carriage to kemplay bank and round J40 is a nightmare and can take an hour or more off my work day

Additional capacity around the eastern side of town relative to Carleton Road for non local traffic and careful connections to enable traffic to and from the north of the town to pass to the eastern side

Possibly to encompass the above pedestrianisation

19.	Do we need improved cycle and walking routes round the town
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Are there any cycle routes? There might be lots of blue signs, but these just confuse and are in any case roads, not cycle routes. Safe traffic free cycle routes would be nice, especially as we are apparently a cycling town on the C2C

Need to maintain what we have in better condition

Cycleways would be better for bikes but we have narrow roads and pavements so I'm not sure how this helps in the middle

Cycle routes on little maps and rented bikes could make cycling really popular

Some pavements are in really bad condition and you can trip up

More pedestrian crossings are needed especially up near Morrisons roundabout, it takes a long time to cross a road.

The area around Morrisons roundabout is particularly difficult. Make pavement wider on one side and remove other footpath on Castletown corner

Questionnaire Responses

A contra flow cycle lane on Langton Street. More clearly marked pedestrian through routes, a pedestrian crossing at Angel Square, the road marking redone

The roads are narrow enough, adding cycle lanes would make it worse.

Safer crossing of the A66 required, improve links to Gilwilly and Business Park

Some cycle line markings are worn out so they cannot be clearly seen

A map would be helpful to highlight safe routes

Roads need to be safer for cycling especially for the two secondary schools

Improved cycling routes would be great for many reasons. It would encourage young people to cycle safely and encourage tourists.

Improved cycle routes and safe cycles routes to the railway station.

Locate the bus station near the railway station

Pedestrianise areas

Yes to get cyclists out of the town, they are a hazard

So much yes here. Cycling especially, this is a major destination for cycling, and it does not always feel very welcoming I feel. Plus, as a local I find that I worry a great deal about myself and children cycling on such narrow roads

Some pavements are very narrow and not very friendly for disabled access and pushchairs

Town Centre and Heritage

20	Is the appearance of the Town Centre	
	Good	
	Neither good nor poor	
	Poor	

Retail is changing. The council needs a new approach to managing empty shops and a revolutionary solution to the ghost town between Sainsbury's

Questionnaire Responses

and the town centre. Who thought it was a good idea to build new shops without checking to see if the demand was there?

Diverse range of buildings and shops, everything is within walking distance ie leisure, shops etc. Clean compared to other places I've visited and the people are friendly.

Generally, Penrith has retained its character.

Love the colour and flower baskets in the summer and lights in winter

A nice mix of modern and old, flowers are really nice in the summer but could there be something all year round for interest

Is reasonably nice but could do with a bit more nature

The town is quite drab between events

It fits the history and shouldn't be modernised

It looks great in Summer with all the flowers but poor in Winter except the Christmas lights

The ancient yards compare with those in Kendal, they are however not as well presented eg the opening onto Middlegate with no signage. Approached from Bluebell Lane it displays two sets of dates and initials, the earlier date is from the time of the English Civil War.

Streets are filthy with dog dirt, fast food wrappers and chewing gum – should be washed and tidied every Monday and Friday early morning

KFC is a poor advert at the southern end of Penrith

There is a litter problem which is serious in places often caused by some of the fast food outlets

Too many unkempt buildings

New furniture and planting make the town look attractive

Too many empty shops and takeaways. Big sale signs plastered over windows give a poor impression

Need to make more of the mix of old and new buildings

Questionnaire Responses

Very pretty town centre compared to similar market towns.

Too many A frames for shops along the pavement block the way for those with disabilities

The flowers are lovely but town is often dirty and walking around is a hazard with all the dog dirt!! Need more naming and shaming of people who drop litter and leave a mess. Also shop fronts look a little tired and still a few empty shops. Empty Co Op very sad and now the card shop closing too!! . Rather too many fast food outlets.

The area around St Andrews is wonderful, not enough made of it.

Flower displays and planters are wonderful, still has the feel of a market town (without the market)

Empty shops look unkempt.

Ethical, fairtrade shops and no more neon signs.

Need to ensure property owners maintain their properties eg the Waverley Hotel.

Muted, historic paint colours would be fabulous.

Bring back to Victoria covered walkways in Middlegate

The teams of people tending the flower beds and planters make the town look pleasing and colourful

The appearance of many buildings is good however some are not as good -
- rather rundown in need of repairs - awful colour scheme - some weeds and rubbish about the place

Love the old buildings and the flower displays. Too much litter and dog mess

Keep pushing the flower beds and hanging baskets. Britain in bloom
The centre is mainly clean and has a good mix of old and new appearance.
Could be cleaner
Cafes need to be open later and on Sundays for visitors to the town

Questionnaire Responses

21	Is the retail mix in Penrith	
	Good	
	Neither good nor poor	
	About right	
	Poor	

Typical small town decline in retail offering. Can we find a niche market for Penrith? Why is Kendal so buzzing when Penrith is not?

Not enough bespoke or local, too many supermarkets, charity shops, estate agents, hairdressers.

There is a serious lack of big-brand mainstream shops particularly for clothes

Some shops are good but they are limited

There are no shops for young people like Next, Waterstones, Lush etc meaning we go to Carlisle and spend the day there instead

Nothing for young people so we go to Carlisle or Kendal

Needs to be a wider range of shops and brands, especially for younger people, they are only accessible in Carlisle or further afield which drives people away

We need larger companies so we can shop for clothes in Penrith

There is nowhere for us to shop, there are no clothes shops for younger people like New Look, Top Shop, Next, we need another sports shop like JD Sports because the two there are are too expensive

Retain is dominated by supermarkets – including hardware, DIY, bargain stores, independent specialist shops including cafes are struggling to compete with national chains

There needs to be more chain stores for younger people to shop in and places like starbucks, some cafes aren't welcoming to groups of young people and we have nowhere else to go

The centre should be restricted to locally owned business, national chains and charity shops should be banned

Too many supermarkets and charity shops

Questionnaire Responses

Other small towns have a more varied high street with independent grocers, butchers, antique shops etc, why not Penrith – our shops like this are tucked away.

Too many charity shops, betting shops, building societies, hairdressers. We need to encourage small businesses. People come to Penrith to visit our small different shops

More clothes shops needed, a proper department store would attract people in and keep them shopping in Penrith if it was the right one.

Need shops for young people and the ones in New Squares filled

Too many empty shops, charity shops, hairdressers and estate agents. Need some decent clothes shops especially for younger people

We need to keep niche / quirky / small local traders in the middle but we also need larger stores such as New Look / M&S etc to encourage younger people to shop in Penrith rather than go elsewhere because they can't find what they want here.

Use the old Co-op building as a destination for shopping units for independent retailers / vintage / antiques etc

People are still going to Carlisle to shop as there aren't enough clothes shops in Penrith meaning money is spent elsewhere. Work needs to be done with retailers to encourage them to come to Penrith. All the empty shops in Penrith New Squares feel like a waste of money.

Unfortunately, the town has been swamped by big outlets – the character has fallen away over the last 30 years but it is not too late to halt the decline.

Try to attract smaller niche shops and local shops/traders

Too many fast food outlets. As a small town we should support local independent businesses and not encourage the larger fast food outlets which just encourage people to eat junk food as very often quite cheap

Problems of balance of shops / price / quality / competition from out of town shops

Questionnaire Responses

Have the shops that every town has and that people want on the outside edges of the town leaving the middle to be unique and interesting to visit

Has improved in the last few years but very little for teenagers and young adults (both activities and stores)

Too many charity shops and estate agents. Lack of clothes shops for kids/teenagers

Sainsbury's have killed off the variety and see no point in having competitors come into their shops.

Will never attract independent shops into New Squares – not in Sainsbury's interests, turn them into affordable housing units

Nowhere for teenagers and young adults to shop

Shame about all the empty shops in New Squares!

Penrith needs a good market like Keswick which brings people in

22	How can we help shop fronts make the town attractive
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Some shop fronts desperately need to be painted

Make them colourful and put flowers outside them

Clean windows, attractive displays, clean, painted and maintained brick work and wood, attractive signage and flowers

Make them more colourful with better displays. Towns in Ireland are lovely and cheerful

Encourage shops to display their windows in an attractive fashion rather than emblazoning sale / money saving / stock liquidation signs in their windows

Shop owners should clean their frontages everyday

Get companies / traders to maintain and paint them

Vacant buildings especially around the old co-op and New Squares. ?
Street / Southend Road is in need of care and attention.

Questionnaire Responses

Shop signage to fit in with the feel of the town – no more neon signs

The flowers are great! But we need 100% occupancy by relevant quality businesses, which itself will create an attractive

Publish a design guide! (Bridget was working on this)

Penrith could do with a Community hub where all voluntary sector groups have a presence plus one or two focal points for information. The TIC is not easy to find for Tourists and is seen to be on the 'outskirts'

A visual theme for shopfront colours based on certain palletes to provide a distinctiveness.

Go back to original frontages along Middlegate

Loved the signs in the shops saying who had them and what the buildings were, historical references.

Muted colours, not uniform but original (check out Stockport)

Fill vacant properties, control of large advertisements, competition for re-design and painting

Castlegate is a disgrace

Fill the empty shops

Hanging baskets look lovely and keep the fronts well maintained

Later opening cafes as some people don't want to eat in pubs. Nice pictures in the empty shops windows.

Encourage shop keepers to redecorate regularly.

Big sale signs filling windows

Encourage pop up shops in empty shops and ask Eden Arts to do the pop up repair shops in the center of town rather than at the old fire station

New Squares needs to be full of shops

Castlegate is the entrance to the town when walking from the train station and looks very shoddy

Questionnaire Responses

Some shop signs are large and ugly and detract from the historic buildings (Heart Foundation).

Architecture is nice in the town centre in general, looks nice on the whole anyway!

Grants for shop fronts Have a colour scheme chart made available Have a "black spot" awards As well as shop window competitions

Hanging baskets are good

There needs to be a viable use for vacant / surplus retail space or remove spaces from retail use.

Have a policy for shop front signs for all shops whether local or corporate to make them in keeping with Penrith and the old historic buildings they are on.

23	Are street furniture (benches, litter bins, bus shelters, planter boxes) and public toilets	
	Good	
	Neither good nor poor	
	Poor	
	No opinion	

Bus shelters feel utilitarian - have information display about Penrith and more interesting - educate while they wait.

Encourage groups such as community gardeners to nurture specific areas and shop keepers to take pride and keep their frontage clean and tidy
Public toilets needed in south of town centre

Bit boring and not the best, they look dirty but is there room for any more

The toilets smell and would put off any visitors

Whats there is quite messy and needs refurbishment

There should be areas for outside eating / picnic in the centre

A lot of benches are broken

Toilets smell and are quite nasty and dirty, bus shelters have lots of graffiti and dirt

Questionnaire Responses

More litter bins and need to be emptied more frequently (almost impossible to find Salkeld Rd, Beacon Edge, Graham Street, Stricklandgate. Toilets are limited but improving and the planters are a marvellous initiative.

More benches in unobtrusive places would help

More benches would be good, the public toilets are a disgrace

Need more litter bins. Over flow at the weekends

We need more litter bins (need emptying regularly) and benches. The public toilets are appalling, having them paid would be better

Litter bins are no good unless they get emptied regularly. It would be brilliant if the bins allowed recycling (so separate bins)

Public toilets give a bad impression of Penrith, need to be improved

Some look a little tired and could do with refreshing/painting, but generally good

Signs for public toilets are poor. Toilets themselves need to be smartened up and cleaned.

25	Should we protect the character of the conservation area and listed buildings
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Bye laws? Planning rules?

But allow UpVC windows if they are wood grain effect to provide greater efficiencies in heating etc.

Should be a strict rule on appearance to keep new buildings looking traditional

Yes we should keep heritage and history alive

Please do something with the Two Lions.

Stop modern plans

Questionnaire Responses

By ensuring that they are sufficiently adapted to be useful in the 21st century. Adaption should include integral car parking together with garden and sun roof space

Maintain their specific features and avoid over development

Priority needs to be on encouraging young entrepreneurs rather than material aesthetics, we are in an economic crisis and we need to prioritise!

Having access to a dedicated conservation officer to set the standard and build up an interest through the local museum society to include all interested ages.

26	If new buildings and extensions are built in conservation areas or on listed buildings should they look the same or be a contrast
-----------	--

Both, but be in character

Should be the same

They should like similar with a small modern twist. Contrast can be ugly if done wrong.

A sensitive contrast eg old and new Coventry Cathedrals balance each other architecturally.

They should be the same – vernacular architecture, don't build a McDonalds opposite a scheduled ancient monument and next to a listed train station

Must be the same style and character especially if generally visible

Do not assume the traditional style or character must be traditionally maintained: contrast can divide opinion but it can enhance and save from being 'pickled in aspic'

Sympathetic in design to surroundings – need not be traditional

They should look the same to complement the lovely old buildings we have. A pictorial record of listed buildings should be maintained.

They should contrast to show the development of the building but be of good quality

Questionnaire Responses

In keeping with existing buildings

The same

Should be in keeping

A mix of both but good design

Should blend in tastefully and not be too modern. Preserve the character of Penrith. Keep it a unique place to visit

Not necessarily look the same - can be modern but fit in with the surrounding buildings

Not fussed, not a priority unless you are well off enough not to care about those that are struggling

27	We can ask for the registration of local heritage assets which can include parks and green spaces with historical significance. Do you think we have any in and around Penrith and why are they significant?
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Yes, there is plenty of history which needs to be kept alive

Penrith castle gardens, St Andrews church gardens. Part of Penriths heritage . Need open spaces for physical and mental health.

Wood near Scaws Drive Fairhill Recreation Ground Castletown Rec Castle Park

Castle Park

St Andrew's Churchyard

Little Dockray

Beacon Hill

Tell me more... Castle. Giant's grave. The Beacon

Questionnaire Responses

Business and Tourism

28	Where should business be located
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Redhills Business Park Flusco Penrith Business Park / Gilwilly toward Junction 41 - and link with Newton Rigg

Out towards Rheged

Up near B&Q is a large empty space, encourage someone like Matalan to come to Penrith

Junction 41 is an obvious business hub

Use empty shops or develop ancient derelict properties as attractions

Redhills Business Park and Skirsgill Business Park

Over the M6

Depends what kind of business

Engage young people with low impact affordable starter units within groups of six or more in shrub areas in appropriate locations

29	What sort of business do we want to attract to Penrith and what could we do to attract them
-----------	--

Location, location, location. Penrith is ideally located for access N, S, E and W, so logistics would seem an obvious answer, but hgv traffic should have access to M6 and A66 avoiding the town. Our proximity to the Lakes and Pennines should also offer opportunities for tourism based businesses

All sorts - Transportation / logistics business - we are right next to M6 / A66 Link businesses to Newton Rigg - farming, environmental etc businesses Outdoor educational businesses - linked to the Lake District - and beyond Human resource businesses - attract entrepreneurs with attractions of the area - transport; broadband, schools; accommodation; outdoors; culture (including Keswick Museum) etc

Questionnaire Responses

We need big brands as well as local small shops – regardless of what you think, visitors and locals want both – it's why people go to Kendal or Carlisle to shop

Advertisement and creative businesses

Any that provide apprenticeships and jobs for young people

Decent clothes shops

Bigger brands and shops

Financial and high tech businesses for which Penrith can provide a good base because of its North-South and East-West transport links

Sustainable businesses provide useful products / services, do not encourage unnecessary demand or exist primarily to make money or to encourage housing demand.

We need to encourage high tech / IT and employment for younger people, especially graduate level and encourage apprenticeships

Try to encourage shops that would fit in with Penrith eg Joules, Kath Kidson, Lakeland etc

Light industry with affordable rents / incentives

Company HQs (offices), high tech, companies allied to farming and tourism

Hi-tech and local cottage style industry / business. The provision of incentives to help them start up or relocate eg low rents

Green low impact environmental businesses

Any that bring jobs for local people.

Local businesses. Reduced rates

Manufacturing (Britain needs to make goods) and high quality office space (it would be brilliant if there could be incentives for a number of years to attract inward investment)

All business should be welcome. I'd like to see a "Silicon Valley" with more technology businesses

Questionnaire Responses

More artistic/craft businesses and more variety generally

We want to encourage entrepreneurs to start up, young people to start businesses

30	What premises and facilities do businesses want
-----------	--

Good quality smaller buildings / warehouse space is also needed

Smaller manufacturing units and reliable public transport to allow workers to get to Penrith to work plus long term cheap parking for workers who often have to travel some distance

Could the old Co-op be used as serviced office accommodation for a number of businesses

Enough BiD participants to make sufficient income for litter picking etc to be properly covered, good, cheap car parking for workers, foot access into yards needs to be both clear and level

Affordable lets and business rates

Attractive business units and smaller units for local businesses

31	What do tourists want when visiting Penrith
-----------	--

Local, good quality, unique shops, restaurants, bars, accommodation etc. History, heritage, to explore and information about what to do. A good website to promote what Penrith has to offer with links to relevant businesses.

Good cheaper parking, unique experience, specialist shops. John Norris brings visitors from some distance to shop.

Foreign language signs or QR readers for directions for foreign visitors

Good free wifi, cafes, information and tours

Quirky gift and souvenir shops

Activities

A nice place to stay and something to do if its wet

Questionnaire Responses

Shops and things to do other than going swimming and playing tennis

A survey of empty and derelict town centre old property plus competent plans for its re-development.

Good clear information via the internet

Activities and places to go inside when it is raining.

Penrith sometimes lacks atmosphere and doesn't have a tourist way of life like Keswick (which is good)

Free longer stay car park to allow elderly visitors time to look around and for refreshments

Affordable long term parking for low paid shop / office / service workers and 6th formers as there is no public transport. Shoppers need cheap easy access to parking – go and see Ilkley in North Yorkshire, cheap town centre parking and a wonderful range of shops / coffee shops / camera shop / bookshops / antique shops / clothes shops as well as a good range of chains. Very attractive place to visit like Penrith should be

Restaurants and cafes to eat in during the evening not just pubs (locals want this too), more small shops like Kendal

Easy parking, indoor entertainment

Local shops, greater variety, longer opening hours (especially cafes and restaurants – if you're in a B&B you don't necessarily want to eat in a pub or expensive eatery) and cheap parking

Interesting and different friendly locally run shops and wet weather attraction. We lose people to Keswick and Carlisle

Tourists like our diversity, history and buildings. The museum, tourist information centre and library are assets to the town.

Quirky independents, attractive town centers and lots of green

We need big brands as well as local small shops – regardless of what you think, visitors and locals want both – it's why people go to Kendal or Carlisle to shop

Questionnaire Responses

A local attraction – Keswick have things like the Puzzle Place, the Pencil Museum etc

Well signposted free / cheaper parking

Tourists want easy parking, close to shops without fear of getting a parking ticket. Paying for parking is ok as long as not expensive. Maximum per day should be £3. People need to feel they have good value parking and then will spend money in the town. Disc parking is great and convenient but the traffic wardens are a nightmare

Much cheaper parking rates (look at Thirsk), more seats, spotless toilets, less litter

A free readily available town plan that they can pick up, better signage to the TIC from car parks and the train station. Signs IN the bus station saying welcome to Penrith. A TIC open 7 days a week in the season.

Good food, a variety of priced accommodation, indoor activities, things for families

Cheaper parking by the hour

A nice, clean town with lots of flowers and no weeds

Something to see and do. Somewhere to park - without trailing round the town Good directions Accessible TIC Clean atmosphere in the town – pedestrianisation, Good selection of shops - but other things to do. Good cafes and restaurant

Easy parking, local shops they don't see everywhere else, clean streets

Less traffic in the town centre

Antiques and book shops

A good regular market (even just 4 times a year) all along Middlegate with stalls FACING the shops, we are the oldest market town with no market (see Keswick)

Questionnaire Responses

32	How can we support tourism businesses
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A good website to promote what Penrith has to offer with links to relevant businesses

Provide low cost housing and offices

Better advertisement of Penrith

Advertising of Penrith as somewhere to visit

Everyone can make sure visitors feel welcome

By making sure they are meeting genuine and sustainable demand and are doing so in a responsible and sustainable way.

Welcome signs at all entry roads and affordable all day parking

Focus on public transport links to and from the station, improve other transport links. Superfast broadband. This is an attractive, bustling market town (without a market) well located and a good friendly place to live but with a number of deficiencies

Charge less for long term parking (I've parked in some towns for £2 for the day). This encourages people to come and spend longer in Penrith and perhaps visit the cafés and spend in the shops rather than rushing back before their three hours free parking in Sainsburys ends.

We need to encourage bus charter companies that Penrith is a good place to visit

Sainsburys free 3 hour parking has helped however signage off the M6 for town centre parking would also help

Annual conferences with accommodation providers and tourism businesses with EDC and use students from both UCC and QEGS VI form for a young persons point of view

Make parking cheaper and easier and have special events like the Marmalade weekend and the Droving

Questionnaire Responses

Good signage route the town Have "Info Points" on the roads coming into town (too late when they are in town) - A66 east - layby at Carlton Hall ; A66 west - layby just to east of Rheged roundabout ; Link from M6 to Stoneybeck - at Layby on left Have "Info points" at car parks in town. Have a "Long Stay" car park (Old London Road) in town Create car park for campervans to overnight with plug in points - Old London Road !

Be British, keep the town quirky, encourage independent business