



PENRITH TOWN COUNCIL

COUNCIL PLAN

2017-2022

Approved: January 23 2017



PENRITH TOWN COUNCIL STRATEGIC PRIORITIES

1. Health & Wellbeing:

- To assume responsibility for devolved assets and services that contributes to the quality of life for residents and the visitor experience of Penrith.
- To preserve and enhance the nature of the town.
- To support and contribute to the social fabric of the Town, enhancing community facilities and supporting arts and culture.

2. Economic Development:

- To support and contribute to the economic growth and prosperity of the town through encouraging inward investment, sustainable employment, tourism and provision of devolved services.
- To support employment initiatives that deliver better paid employment, apprenticeships and encourage skills development.

3. Transport:

- To value the role of public transport and community transport schemes in influencing the vitality of the Towns economy
- To provide pedestrian and cycling opportunities that are safe, reliable and enhance the visitor experience.
- To support and contribute to sustainable transport.
- To support and lead on actions identified within the Community Led Plan.

4. Growth:

- To support sustainable appropriate development, where this meets local planning criteria.
- To develop a Neighbourhood Plan for Penrith.
- To protect and preserve local amenity.

5. Community Engagement:

- To encourage and facilitate community engagement ensuring those members of the community with the smallest voice are heard.
- To value the community's contributions and give them, due consideration.

6. Core Council Business:

- To ensure that the Council is run in a lawful and business-like manner.
- To give confidence in the new model of service delivery and decision-making.
- To provide good governance that provides:
 - Clear and effective decision-making.
 - Clarity about lines of responsibility.
 - Accountability for the different levels of decision-making.



PLANNING COMMITTEE & NEIGHBOURHOOD PLAN GROUP

Strategic Priority ONE - Health & Wellbeing

Environment

What	How	When
Develop & Implement a comprehensive and sustainable long-term plan for parks and green spaces	Develop an Open Spaces Strategy as part of the Neighbourhood Plan process which would include inviting developers to include green open spaces in perpetuity and landscaping using native trees and fruit trees in design briefs	2016-2019
	Develop Management & Improvement Plans (MIPs) for all parks & green spaces	2016-2019
Value & Protect Penrith's parks and green spaces	Create functional maps of Penrith's green spaces and green links and create on line interactive route maps	2016-2019
	Research and plan a network of corridors linking Penrith's open spaces and the river as part of the Neighbourhood Plan process	2016-2019
	Register open spaces and use national agencies to support their preservation such as spaces in trusts for additional protection	2016-2019
Provide inclusive walking & cycling opportunities in and around Penrith	Encourage the development of a network of improved walking and cycling routes in and around the town, to shared-use footpath standards when & where possible. Discuss with planners integrated sustainable low carbon routes as part of design briefs Environment – Numerous powers Tourism - Promoting Penrith- Power to contribute to encouragement of tourism LGA 1972, section144	2018-19 ongoing development/ promotion thereafter



PLANNING COMMITTEE & NEIGHBOURHOOD PLAN GROUP

Strategic Priority ONE - Health & Wellbeing

Environment

What	How	When
Promote accessibility & inclusivity	Invite Penrith Access Group campaign to participate in the Neighbourhood Plan	2016-2019
Protect & improve Penrith's tree-line trees for future years and generations and to facilitate flood amelioration	Develop a Planning Document that requires tree planting in respect of new developments	2016-2019
Pedestrianisation	Work closely with partners with a view to developing town centre pedestrianisation via the Neighbourhood Plan process	2016-2019
Extend town centre improvements with the implementation of a coherent design for street furniture and landscaping	Commission a specialist report setting out guidelines on future street furniture, signage, soft and hard landscaping, lighting and their maintenance in the town centre Environment – Numerous powers	2016-2019 ongoing thereafter



PLANNING COMMITTEE & NEIGHBOURHOOD PLAN GROUP

Strategic Priority TWO – ECONOMIC DEVELOPMENT

Environment

What	How	When
Look at improvements to the town centre including the development of an arts/cultural area	Commission a specialist report setting out guidelines on shopfronts, street furniture and street scape and establish a cultural strategy to explore how to enhance and develop them in the town Environment – Numerous powers	2017-18 ongoing thereafter
Transport Infrastructure	Work with EDC and CCC to improve highways infrastructure in and around Penrith, improve traffic congestion and reduce carbon emissions from town centre traffic	2016-2019
Parking	Encourage EDC to pursue a strategic review of parking provision in the town including location and number, to ensure it is sufficient for those working in and visiting the town	2016-2019



PLANNING COMMITTEE & NEIGHBOURHOOD PLAN GROUP

Strategic Priority FOUR – GROWTH

Environment

What	How	When
Consultation	Respond to planning application consultations from the local planning authority Right to be notified of planning applications Town and Country Planning Act 1990, Sched 1, para 8	Ongoing
Neighbourhood Plan	Develop and implement a Neighbourhood Plan Power to create a Neighbourhood Plan and planning and environmental policies Localism Act, s.116	2016-2019
Ensure appropriate & high quality developments are encouraged and supported	Actively participate in planning consultations and encourage developers to talk to PTC prior to submitting their applications so that we can encourage all new developments to include an element of affordable housing, housing that matches the demographic and other features such as open spaces and play areas for the benefit of the people who will live there and which fit in with the vernacular of the town Right to be notified of planning applications Town and Country Planning Act 1990, Sched 1, para 8	Ongoing
Consider improvements to the town centre including the development of an arts/cultural area	Commission a specialist report setting out guidelines on shopfronts and establish a strategy to explore how to enhance and develop them in the town Environment – Numerous powers	2017-18 ongoing thereafter



COMMUNITY, ECONOMIC GROWTH COMMITTEE

Strategic Priority ONE - Health & Wellbeing

Life-Saving Appliances

What	How	When
Provision of support for life saving appliances	To provide funding support to organisations in Penrith to purchase defibrillators and equipment that saves lives	On-going



COMMUNITY, CULTURE & ECONOMIC GROWTH COMMITTEE

Strategic Priority ONE - Health & Wellbeing

Environment

What	How	When
Community Plan	Support the Penrith Partnership to deliver the outcomes of the Community Plan that enhance the quality of life for residents and visitor and commercial experience.	Ongoing
Provide inclusive walking & cycling opportunities in and around Penrith	Gain 'Walkers Are Welcome' accreditation Tourism -Promoting Penrith- Power to contribute to encouragement of tourism LGA 1972, section144	2019-20
	Support the Penrith Access Group campaign Tourism - Promoting Penrith- Power to contribute to encouragement of tourism LGA 1972, section144	2017-18 ongoing thereafter
	Encourage the development of a network of improved walking and cycling routes in and around the town, to shared-use footpath standards when & where possible. Environment – Numerous powers Tourism - Promoting Penrith- Power to contribute to encouragement of tourism LGA 1972, section144	2018-19 ongoing development/ promotion thereafter
Provide opportunities for volunteers to actively get involved with Penrith's open spaces	Litter picks; Conservation volunteering events, community gardening and in-bloom greening events Environment- Numerous powers	2017-18 ongoing thereafter



COMMUNITY, CULTURE & ECONOMIC GROWTH COMMITTEE

Strategic Priority ONE - Health & Wellbeing

Environment

What	How	When
Provide more opportunities for volunteers to actively get involved with Penrith's open spaces	Directly work with education providers to increase volunteering, building on the work taking place with Newton Rigg , Ullswater School and Penrith Community Groups Environment- Numerous powers	2017-18 Ongoing thereafter
Increase access to sports facilities in the town	Work with community groups to maintain sports and recreation facilities Sports and recreation – Numerous powers	2017-18 Ongoing thereafter
Value & Protect Penrith's parks and green spaces	Provide support and match funding for Castle Park HLF bid	Matched funding £15,000 – 2017-18 £15,000 – 2018-19
	Provide support and match funding for Fairhill Park	Matched funding £2500 – 2016/17 £2500 – 2017-18
	Support local groups who currently fundraise for parks in Penrith Sports and recreation – Numerous powers	
Organise events to showcase the town's parks & green spaces	Open days with the Allotment Society, funds to support greening of Penrith, on-going support for Penrith Community Gardeners, develop Penrith in-Bloom Environment- Numerous powers	2017-18 ongoing thereafter



COMMUNITY, CULTURE & ECONOMIC GROWTH COMMITTEE

Strategic Priority ONE - Health & Wellbeing

Environment

What	What	What
Protect & improve Penrith's tree-line trees for future years and generations and to facilitate flood amelioration	Encourage landowners including householders to plant more trees around the town	On-going
Provide vibrant and sustainable floral planting throughout the year	Focus on the town centre, the town's parks & green spaces and gateways Environment – Numerous powers	2017-18 ongoing thereafter
Keep Penrith Clean	Establish a Keep Penrith Tidy campaign with local schools Environment- Numerous powers	2018-19
	Continue to work closely with EDC, & Amey to ensure cleanliness standards are met Environment – Numerous powers	2017-18 ongoing thereafter
	Provide additional resources to keep the town clean and in good upkeep Environment- Numerous powers	2017-18 ongoing thereafter
	Organise regular litter picks across the town, including in the town centre, provide bins and litter picking equipment Environment- Numerous powers	2017-18 ongoing thereafter
Provide fundraising support	Provide grant funds and assist organisations to complete grants	On-going



COMMUNITY, CULTURE & ECONOMIC GROWTH COMMITTEE

Strategic Priority ONE - Health & Wellbeing

Environment

What	How	When
Keep Penrith Clean	Partnership working with the Newton Rigg College, Rotary, BID and the Chamber of Trade to decorate shopfronts, tidy the town centre and improve the town gateways Environment- Numerous powers	2017-18 Gateways ongoing thereafter
	Establish a campaign to encourage businesses to keep their frontages clean Environment- Numerous powers	2017-18 ongoing thereafter



COMMUNITY, CULTURE & ECONOMIC GROWTH COMMITTEE

Strategic Priority TWO – ECONOMIC DEVELOPMENT

Tourism & Business

What	How	When
Marketing Strategy	Consider marketing Penrith as an exciting business base for ethical, green, socially-engaged businesses as part of a wide-ranging Tourism Marketing & Inward Investment Strategy Tourism - Power to contribute to encouragement of Tourism LGA 1972, section144	2017-18
	Review PTC's role in destination management as part of wide ranging Marketing & Communications Strategy Tourism – Power to contribute to encouragement of Tourism LGA 1972, section144	2017-18
Less vacant shops	Investigate and lobby for the provision of new employment space and residential accommodation within the town centre utilising vacant space above shops	2017-18 ongoing thereafter



COMMUNITY, CULTURE & ECONOMIC GROWTH COMMITTEE

Strategic Priority TWO – ECONOMIC DEVELOPMENT

Tourism & Business

What	How	When
Implement a 'Good Business' strategy leading to the development of a 'Good Business Award'	Work with partners to develop business engagement and an audit programme working in partnership with the Chamber of Trade and BID Tourism – Power to contribute to encouragement of Tourism LGA 1972, section 144 – applicable to all activities	2017-18 ongoing thereafter
Invite businesses and other enterprises to play a role in the wider community & support each other	Work with partners to develop Penrith Business Breakfast programme, to 'Discuss & Do' programme and direct contact with individual businesses and potential events sponsors	2018-19 ongoing thereafter
	Work with partners to develop support and promote the Business Improvement District proposals through engagement with local business community	2017-18 ongoing thereafter
Support Penrith Business Improvement District	Support Bid in re-vote for 2018/23 for a further five-year term as an unsuccessful vote will see approx. loss of £93k spent on Town Centre initiatives p.a.	2018-19 ongoing thereafter
Re-vote for Penrith BID is not successful	Assume responsibility for Penrith BID schemes of work that aligns with the Council's powers and functions and Council Plan	2019-20 ongoing thereafter
Promoting Penrith	Provide funds to support initiatives that raise the profile of Penrith nationally and for marketing strategies that support and encourage tourism.	2017-18 Ongoing thereafter



COMMUNITY, CULTURE & ECONOMIC GROWTH COMMITTEE

Strategic Priority TWO – ECONOMIC DEVELOPMENT

Entertainment and the Arts

What	How	When
Support culture and arts and work to support their funding base.	Establish an entertainment and arts cultural strategy to explore how to enhance them in the town Provision of entertainment and support for the arts including festivals and celebrations LGA 1972, section 145	2017-18 Ongoing thereafter
Events	Support events in Penrith Town Centre that increase visitor foot flow Provision of entertainment and support for the arts including festivals and celebrations LGA 1972, section 145	2017-18 ongoing thereafter
	Provide funding for signature events including Christmas lights and festivals Provision of entertainment and support for the arts including festivals and celebrations LGA 1972, section 145	2017-18 ongoing thereafter
	Support new events based on ideas from the local community to provide a test bed for event innovation e.g. Penrith Indie music festival, Sports inspired events, Shop Local events, retail-led events Provision of entertainment and support for the arts including festivals and celebrations LGA 1972, section 145	2017-18 ongoing thereafter



COMMUNITY, CULTURE & ECONOMIC GROWTH COMMITTEE

Strategic Priority THREE – Transport

Transport

What	How	When
Parking	<p>Encourage EDC to pursue a strategic review of parking provision in the town including location, number, management and pricing</p> <p>Work in partnership with the Penrith BID and Chamber of Trade to review parking and develop a strategy for improvements.</p>	
Signage	<p>Secure the delivery of new signage and the removal of ambiguous or obsolete signage in the town centre</p> <p>Environment – numerous powers</p>	<p>2018-19 Ongoing thereafter</p>
Improved transport services	<p>Work with partners to secure improvements in public transport services, look for real alternatives to public transport, promote Car Club, community transport schemes and workable schemes for lift and car share</p> <p>Transport – numerous powers</p>	<p>2017-18 Ongoing thereafter</p>
Innovation	<p>Lobby for electric charge points for electric cars</p>	<p>2019-20</p>
Highways	<p>Maintain footpaths and bridle-ways</p> <p>Highways Numerous powers</p> <p>Provide traffic signs and other objects or devices warning of danger</p> <p>Highways Numerous powers</p> <p>Contribute financially to traffic calming schemes</p> <p>Power to contribute to the cost of traffic calming measures Highways Act 1980, section 274A</p>	



COMMUNITY, CULTURE & ECONOMIC GROWTH COMMITTEE

Strategic Priority THREE – Transport

Transport

What

Sustainability

What

Encourage the development of car sharing schemes
Numerous Transport Powers

Provide grants for community bus services
Numerous Transport Powers

Explore potential for bike schemes
Numerous Transport Powers

What

2017-18
Ongoing thereafter

2017-18
Ongoing thereafter

2018-19



COUNCIL

Strategic Priority FIVE Community Engagement

Communication

What	How	When
Improve flow of information to and from PTC	Improve website and social media following above strategy Tourism – Power to contribute to encouragement of Tourism LGA 1972, section144	2017-18 Ongoing thereafter
	Develop brand/corporate guidelines Tourism – Power to contribute to encouragement of Tourism LGA 1972, section144	2017-18 Ongoing thereafter
Increase access to information for residents at a street level	Install more noticeboards and keep them up to date Publish Council information LGA Act 1972	2017-18 Ongoing thereafter
	Publish a bi annual online and paper newsletter for all residents Publish Council information LGA Act 1972	2017-18 Ongoing thereafter
	Hold quarterly cross-ward Town Council surgeries in public places with high foot fall	2017-18 Ongoing thereafter



COUNCIL

Strategic Priority FIVE Community Engagement

Support

What

How

When

Increase the number of young people actively involved and in decision making

Use Social Media to engage young people
Publish Council information
LGA Act 1972

2017-18
Ongoing thereafter

Develop effective relationships with schools, colleges, and sports clubs and youth groups.
Publish Council information
LGA Act 1972

2017-18
Ongoing thereafter



COUNCIL

Strategic Priority ONE Health & Wellbeing

What	How	When
Devolution	Work in partnership with EDC to transfer services and assets	On-going



COUNCIL

Strategic Priority SIX Core Council Business

What	How	When
Continue to experiment with Council meetings to improve public participation and engagement	Experiment with different room layouts, amplification, live streaming, improved promotion and reporting back	On-going
	Use informal meetings to increase accessibility and explore how different methods of engagement can be utilised.	On-going
Promote partnership working	Engage specialist services for consultations	On-going
	Bring together Penrith councillors from three tiers of local government to explore joint priorities formally at council meetings and informally to progress priorities.	On-going
	Bring together local parish councils to share priorities and issues	On-going
Advocacy	Advocate for communities and individuals facing issues	On-going



COUNCIL

Strategic Priority SIX Core Council Business

What	How	When
Continue to consider the future impact of cuts on local services	Research likely impacts	On-going
	Be prepared to lobby and be responsive to potential cuts	On-going
Civic Duties	Increase events attended by the Mayor / Deputy Mayor with a view to raising the profile of the Town Council	On-going
Correct Governance	Ensure that agendas for all meetings are published within the correct legal timescales, meetings are run according to the Council's standing orders and that minutes properly and accurately reflect the decisions made at the meetings. Ensure that all statutory requirements are adhered to	On-going
Business Continuity	Review staffing profiles and internal infrastructure to ensure business continuity in the event of personnel changes and systems failures	On-going
	Maintain internal controls and risk assessments	On-going