



PENRITH BID

BUSINESS IMPROVEMENT DISTRICT



Business Plan 2023 - 2028



Don't waste your

VOTE

On 28th June 2023

Welcome from The Board

Back in November 2022, Penrith businesses overwhelmingly voted Yes by number for a BID, but we found ourselves in the situation where the rateable value element of the vote was not met and therefore from 1st April 2023 there would be no BID.

We believe Penrith needs a BID, but why?

Because without one, we believe many projects would not be delivered to the extent that only the BID can do.

Without one, your business has a weaker voice at the table with the new and local Councils.

Without one, you won't always be consulted with matters in the town that directly affect your business.

Since the beginning of the BID, we have worked hard to help Penrith businesses be resilient and be a place where people want to invest, work, visit and live, but there is still much more we can do by combining resources and expertise with our partners and working together to shape our town and deliver tangible change.

We will continue to fight your corner and work alongside you as volunteers, to ensure that your opinion matters.

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


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

And what happens if the vote in June this year is No?

Well, this will be a clear indication that a BID is not required in Penrith and all our projects and representation will stop. We will not pursue another vote.

Again we **thank all our businesses** for the continued support and positive messages sent to us since the last vote. We hope that this plan again resonates with you and the proposals are the ones that you can support when it comes to casting your vote again in June.





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

What is a BID?

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

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

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

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

A lot of what we do is usually in the background and behind the scenes, working very closely with our partners to ensure businesses are represented at all levels in the decision making process.

I work very collaboratively but I'm also not afraid to say no, disagree or walk away from what I think is not in our best interest or does not benefit the town.

Don't waste your

VOTE

On 28th June 2023

Why do I think a BID is needed for the town?

I like to think that, in a way, a business 'takes' from a community through what it sells, but a BID 'gives back' to the community in the projects it delivers, the support it gives businesses and the presence at the table when decisions are made. We also have some great ideas for the future of the town.

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

From 1st April 2023, there will be no BID. However we will continue to run as normal as possible, up to the new vote on 28th June 2023 to ensure you still have some support and representation.

Don't waste your vote!

Darren Broad
Chairman of Penrith BID



Second Term Highlights - *the strategic plan*

Mission Statement

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



Promote

Promote Penrith using Discover Penrith platform.

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



Access

Working to improve access and parking to Penrith Town



Enterprise

Provide business support and promote the economic development of Penrith.

Open and transparent communication



Pride

Making Penrith a town to be proud of.

Enhancing the town centre with seasonal displays.



Partnership

Influencing decision making and working in partnership with key stakeholders

Second Term Highlights - *what we achieved*

Mission Statement

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



Promote

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

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

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

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

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



Promote

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

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

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

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



Promote

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

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

Advertised in key publications Eg. Visit Eden and Cumbria Life



Enterprise

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

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

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

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

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



Enterprise

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

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

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

Over 400 1:1 support calls taken.

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

Second Term Highlights - *what we achieved*

Mission Statement

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



Pride

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

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

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



Pride

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

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



Access

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

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



Partnership

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

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

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

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

Our New Term Consultation - results



Over the summer of 2022, levy payers had the opportunity to consult with Penrith BID and shape the future of Penrith.

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

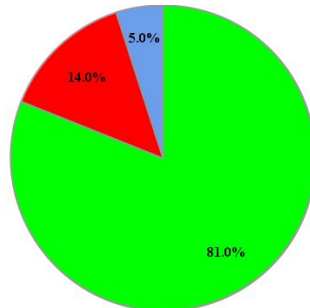
We have also visited many businesses to ask your opinions.

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

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



- YES
- NO
- NOT SURE



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

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

Key results from our consultations:

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

What You asked - response to your questions and comments

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Q: Nobody has contacted me to promote my business.

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

Testimonials.

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

Resident.

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

Accommodation Provider.

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

Multinational Levy Payer.

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

Levy payer.

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

Indy levy payer..

What will be key for the new BID term

Your Participation

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

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

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

Supporting all Businesses

We want all local businesses to benefit from being part of the BID, irrespective of sector or location. We will continually review projects and services in town so that all can benefit.

We understand that with some events, business trade can decrease, and so we will negotiate with all event organisers for businesses to have reduced costs to be able to get involved. The more businesses that get involved means fewer businesses from outside of Penrith are used, keeping money spent locally.

Maximising your Levy

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

Driving Footfall

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

We intend to build on our current marketing strategy to promote Penrith more widely as a great visitor destination, drawing on our unique position as a base to stay for easy access to the Eden Valley, The Lake District and Pennines AONB, as well as a year round destination.

We will deliver campaigns to bring in more customers to town, both local residents and visitors, using a range of events, activities and promotions. Once in town, it will be up to you as businesses within Penrith, to turn customer numbers into sales.

Strengthening Partnerships

It's essential we work with our statutory partners to ensure the town is attractive, clean and welcoming. **This will be even more important, as we will be part of the new Westmorland and Furness Council.** We'll build new relationships and strengthen existing ones so that we have a voice at the table and ensure that your BID levy is not used to fund things that the authority has pledged to do or should be doing.

We will monitor service baselines (see appendices p25-37) to ensure that the services you are already paying for are being delivered, just as we would expect you to do the same with us.

Our new Vision, aims and objectives

Our Vision

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

BID Aims and Objectives for the new term.

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



The New BID Projects - Promote: Marketing and Promotion



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

Marketing Penrith as a destination town to shop, live, work and visit will be a key focus area for the BID. A high proportion of BID resource will be directed to marketing with priority given to social media and the Discover Penrith website as this is where we get the most value. We'll continue to work with stakeholders on joint marketing initiatives.

1 Promotion of Penrith

Enhance from BID 2

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

2 Discover Penrith Website and Social Media

Enhance from BID 2

- Refresh and enhance the website to attract visitors and residents. Refresh and update the Penrith BID website for businesses.

3 Local Marketing Campaigns

Enhance from BID 2

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



The New BID Projects - Promote: Marketing and Promotion

4 Be Bold and Explore New Possibilities.

New

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

Examples of new campaigns or marketing potentially could be:

A Penrith town app containing content and offers.

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

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

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

This project will be monitored by:

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



The New BID Projects - Events



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

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

1 Year-Round Events Programme

Enhance from BID 2

- Provide or support a range of events that create a reason for people to visit Penrith ensuring the town is a destination of choice.
- A programme of events and marketing concepts that are seasonal to encourage visits across the year.
- Identify those times of the year that are quiet and offer smaller events to increase dwell time for visitors, ultimately increasing spend..

2 Christmas Light Switch On

Enhance from BID 2

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

3 Explore

New

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

4 Pedestrianisation - but not as you know it!

New

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

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

We want to start the discussion, plan it out correctly. Collaborating with our partners to see if it is feasible. Getting agreements on how everyone can support and play their part is essential.

This project will be monitored by:

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

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



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

1 Visual Impact

Enhance from BID 2

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

2 Christmas lights

Enhance from BID 2

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

3 Vacant Units

Continue from BID 2

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

4 Town Signage

Continue from BID 2

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



This theme will be monitored by:

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

The New BID Projects - Partnership: support and communication



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

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

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

1 Support for Business

Continue from BID 2

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

2 Working with Our Partners

Continue from BID 2

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

3 Lobbying

Enhance from BID 2

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



This project will be monitored by:

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

The Cost to your Business.

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

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

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

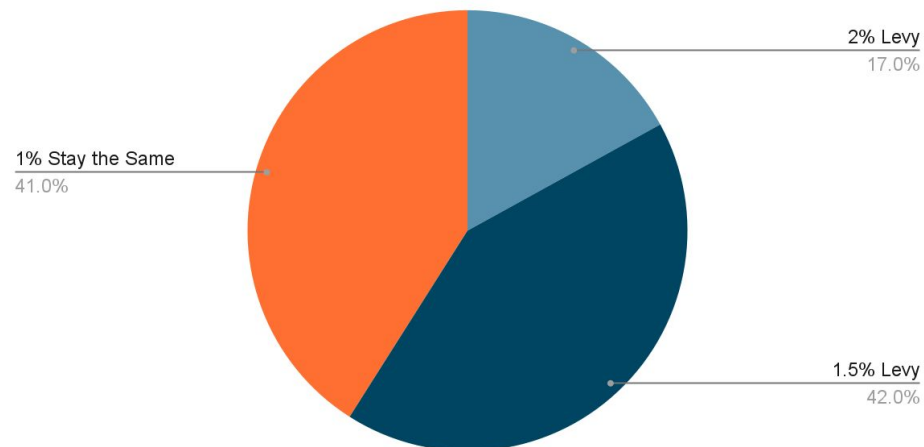
The chart below shows some typical contributions based on a 1.5% levy:

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

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

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

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



Governance and Management.

THE BID PROPOSER.

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

The current Local Authority has received the business proposal in line with BID legislation. The Secretary of State for Levelling Up, Housing and Communities was formally notified on 26th January 2023 of Penrith BID's intention to hold a ballot for a new term.

Under the Articles of Association, a Board of Directors is drawn from, and representative of, the diverse business and organisational interests within the BID area. All businesses eligible to vote in the BID ballot will be invited to nominate themselves or other eligible persons to be considered for directorship of the BID company, and oversee the delivery of the BID in the coming years.

Directors are not paid by Penrith BID but act as volunteers.

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

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

Penrith BID Ltd is VAT registered No. 296851842.

Westmorland and Furness Council will collect the BID levy and will charge an administration fee, circa £5,000, for the service.

Accounts are independently prepared each year and copies are available on request.

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

COMMUNICATIONS.

We're your voice with all of Penrith's stakeholders. This is even more important as we work with Westmorland and Furness Council and Penrith Town Council. Keeping a voice at the table will ensure our business concerns are not lost amongst the other 'noise'.

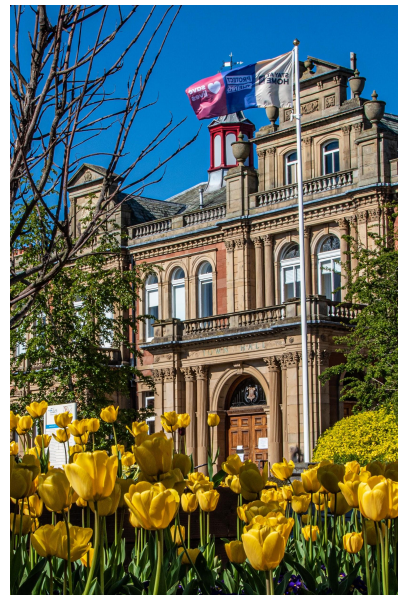
We will keep you informed and briefed where necessary to any problems that could disrupt the smooth running of the town by email, social media and news updates.

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

Don't waste your

VOTE

On 28th June 2023



What you need to know.

HOW DO WE MEASURE THE IMPACT OF PENRITH BID?

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

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

Key performance indicators will initially include the following:

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

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

THE BID BALLOT.

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

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

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

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

② The ballot will be conducted independently by Civica on behalf of Westmorland and Furness Council and will be a 28 day postal vote. Voters will have until 5pm on 28th June 2023 to return their ballot paper.

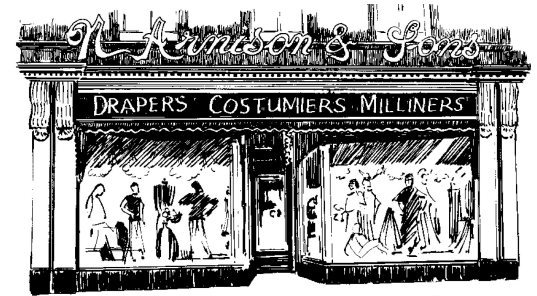
③ If a business has more than one rateable property, it will receive a ballot paper for each property. Each returned ballot paper counts as a singular vote.

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

⑤ The number of hereditaments liable for the levy is 381 (at the time of writing - March 2023)

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

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



The BID Levy.

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

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

② Under the BID regulations, Westmorland and Furness Council will be responsible for collection of the levy on behalf of Penrith BID and this arrangements will be formalised in an operating agreement that both parties sign. The levy income will be collected in a single payment and transferred to Penrith BID on a regular basis. Westmorland and Furness Council will charge a collection fee for this service, circa £5,000.

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

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

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

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

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

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

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

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

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

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



The BID Boundary.

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

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

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

What happens next?

A NO vote means...

Penrith BID will have already officially ceased as of 31st March 2023 and you will have...

- **No organisation to represent your views and interests within the new Westmorland and Furness Council.**
- No Discover Penrith website to promote the town.
- No marketing or PR campaigns for Penrith or it's businesses.
- No Christmas lights.
- No floral displays or hanging baskets.
- No business training courses.
- No direct business communications to keep you informed.
- No additional funding to help attract events and festivals to Penrith.

Jan 2023 - May 2023

Voting list was prepared to ensure that ballot papers reach the correct recipient. The business plan is updated, ready to publish and circulated to all levy payers.

15th May 2023

Notice of Ballot published / issued.

26th May 2023

Ballot papers are issued. Voting commences on 1st June (28 day postal vote)

28th June 2023

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

1st August 2023

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

A YES vote means...

- Delivery of this business plan.
- Continued marketing and promotion campaigns to help increase resident and visitor numbers to shop in Penrith.
- A new Christmas lights scheme!
- A Forward Thinking BID, **representing YOU** with all stakeholders and looking to the future to make Penrith a destination of choice to live, shop and work.
- Great floral displays.
- Tailored business support, ensuring you get what is relevant to you.
- Attracting and developing new events to Penrith.

Get in Touch:


Email: admin@penrithbid.co.uk


Visit:


www.penrithbid.co.uk


www.discoverpenrith.co.uk





 PenrithBID
penrithcumbria

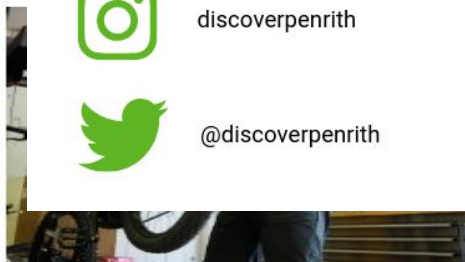
 admin@penrithbid.co.uk

 discoverpenrith

 penrithbid.co.uk
discoverpenrith.co.uk

 @discoverpenrith

 01768 555100



Appendices.

Appendix 1: Council Baseline Service Statements

The following statement was prepared with Cumbria County Council in accordance with Paragraph 3 of the Guidance “Business Improvement Districts - Technical Guide for Local Authorities” issued by the Department of Communities and Local Government March 2015. The Statement of Baseline Services reflects the services as at 16/3/23 but has been updated to reflect that Westmorland and Furness are now the responsible authority. This baseline statement is made subject to an annual review and if necessary updated, to reflect the services the BID and Westmorland and Furness Council will provide each year

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

Appendices - continued.

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

Appendices - continued.

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

Appendices - continued.

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

Appendices - continued.

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

Appendices - continued.

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

Appendices - continued.

Appendix 2: Council Baseline Service Statements

This statement was prepared with Eden District Council in accordance with Paragraph 3 of the Guidance “Business Improvement Districts - Technical Guide for Local Authorities” issued by the Department of Communities and Local Government March 2015. The Statement of Baseline Services reflects the services as at 16/3/23 but has been updated to reflect that Westmorland and Furness are now the responsible authority. This baseline statement is made subject to an annual commitment for review and if necessary, service levels may be updated to reflect the services the BID and Westmorland and Furness Council will provide each year.

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

Appendices - continued.

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

Appendices - continued.

Service	Service detail/information	Responsible Authority
Off-street car parking	<p>Westmorland and Furness Council operate pay and display car parks at:</p> <p>Sandgate Bluebell Lane Drovers Lane Mansion House (weekends only) Town Hall (weekends only)</p> <p>Charges:</p> <p>Up to 1 hour £1.50 Up to 2 hours £2.20 Up to 4 hours £3.90 Up to 10 hours £5.50 Sundays and Bank Holidays £1.10 6pm - 8am Free</p> <p>Princes Street Charges:</p> <p>Up to 1 hour 1.50 Up to 2 hours 2.40 Sundays and Bank Holidays 1.10 6pm - 8am Free</p>	Westmorland and Furness Council
Legal	Compliance function in relation to the Council's licensing duties.	Westmorland and Furness Council
Housing	Work with developers, housing providers and planners to ensure that the delivery of affordable housing in the district is achieved in a planned and strategic way in order to provide an appropriate mix of housing to satisfy local need and contribute towards economic growth.	Westmorland and Furness Council

Appendices - continued.

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

Appendices - continued.

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

Appendices - continued.

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

Appendices - continued.

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