

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

Communication with Levy Payers

- Quarterly newsletter
- Penrith BID website updated with resources
- Meeting minutes and P&L published monthly
- Face to face visits with businesses
- Annual open meeting
- Monthly reminder emails

Communication with Visitors and Residence

- Discover Penrith website and social media channels updated with relevant content
- Promote businesses through media channels
- Print media advertorials
- Discounts and Promotions updated by businesses on website
- Explore viability of a Penrith Loyalty Card

Events

- Updated calendar of events on website
- Grants awarded to Town Centre events which encourage visitors to town
- Encourage cross party funding



Access

Parking

- Explore discounted parking for town centre workers
- Facilitate meetings with key stakeholders
- Keep parking on the agenda



Enterprise

Training

- Complete a training audit to ensure value for money and validity of training courses
- Signpost businesses to training and events in the county

Empty Units

- Facilitate meetings with key stakeholders
- Explore viability of shared usage for shops
- Encourage a diverse range of businesses
- Explore extended nighttime economy businesses



Pride

Greening

- Maintain and enhance the appearance of the town centre
- Work with PTC to enhance the wider Penrith area
- Seek additional funding from stakeholders
- Encourage businesses to get involved through sponsorship or purchasing floral displays

Christmas

- Promote 30th November 2019 as 'Christmas In Penrith'
- Encourage shoppers to Shop Local and support local businesses
- Consult with levy payers and public to find out how Christmas should be launched in the town.
- Create working party to consult with partners and deliver launch event.
- Seek funding from other stakeholders.
- Explore local /external partners to run event.

Cleaning and Maintenance

- Collaborate with local authorities to ensure town centre is clean and well maintained



Partnership

Influencing and Partnership Working

- Eden District Council
- Cumbria County Council
- Penrith Town Council
- Chamber of Trade and Commerce
- Tourist Information Centre
- Cumbria Tourism
- Levy payers
- Local community groups
- Community stakeholders
- Local charities