



PENRITH BID
BUSINESS IMPROVEMENT DISTRICT

Discover
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Heart of Cumbria

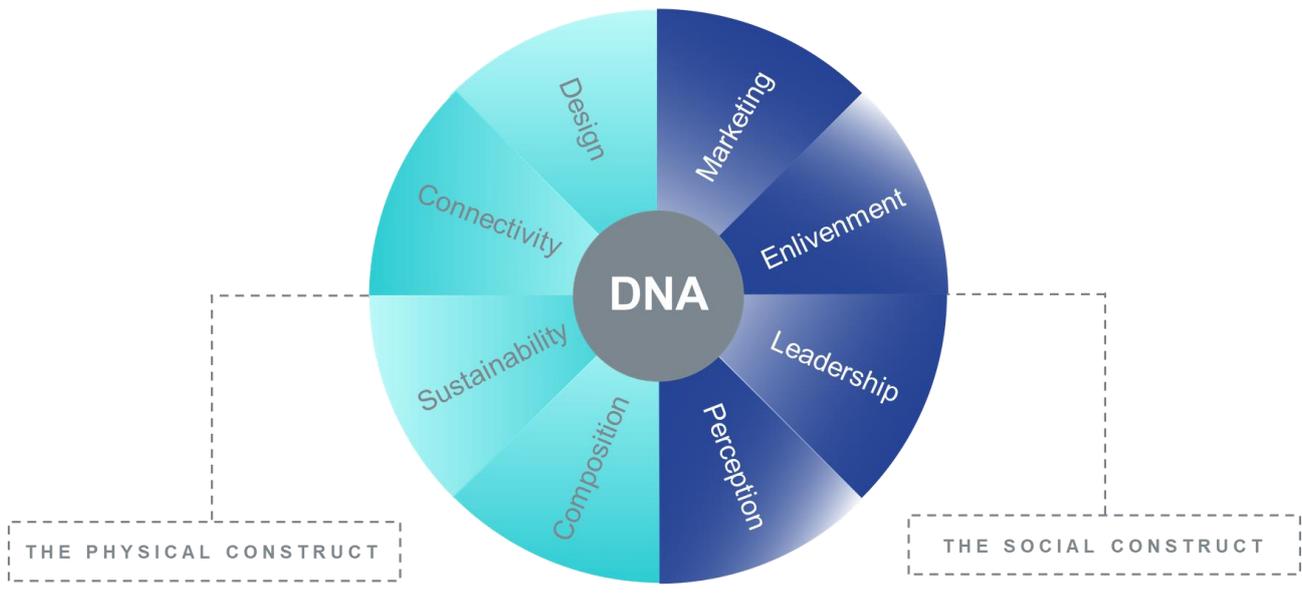
PENRITH RECOVERY PLAN Action Plan

Remobilising the Town Centre
following COVID-19



WORK IN PROGRESS: LAST UPDATED 08/06/2020

Penrith Town Centre DNA: Situation Analysis | A Place Audit



Design	Historic Market town – links to Wordsworth, Richard III Distinct trading areas – Cornmarket, Middlegate, Sandgate, New Squares Physically imposing architecture
Connectivity	M6 /A66 service town Rail link: station on outskirts of town. Link into town centre not obvious Bus links to local villages. Bus station not obvious route to town centre Car parks: lack of signage for car parks. No card/contactless payment available on carparks. On street disc parking – availability of discs
Sustainability	Green spaces available at Castle Park, St Andrews Churchyard, Castletown Playground, Thacka Beck, The Beacon
Composition	Range of independent shops selling medium to high end product: Vivienne Westwood jewellery; Fjallraven; Loakes; Fly; Elomi; Herdy; Le Creuset, Smaller range of nationals – Argos, M&Co, Boots, Peacocks Range of medium to lower end independents stocking non-branded product Number of small, independent shops stocking specific products (books, homewares, jewellery) 5 supermarkets, Out of town retail area Younger shoppers will be unwilling/unable to travel to Carlisle for the foreseeable.
Marketing	Business focussed approach. Family/independent stores. No specific brand focus at present – focus on shops rather than brands Sustainable, low impact products
Enlivenment	Independent cinema, independent theatre. Range of bars and restaurants. Seasonal events (Winter Droving, May Day, Sparkle)
Leadership	Three councils, two BIDs, a Chamber of Trade as well as a number of Community Groups who are vocal in the town.
Perception	1: Locals who travel to Carlisle to get a value for money, shopping centre feel 2: Visitors and some locals who appreciate the range of independent retailers

What folks are saying about Penrith:

Some great walks in Penrith the beacon and Thacka nature reserve and good transport links but they should do something with the many empty shops especially the old coop unit

Small unique shops, characterful yet relaxed atmosphere, friendly people, a 'buzz' about the place that's slightly different to Keswick, Ambleside and the like, because it still feels like your town. I don't know how you can bottle that, but there are very few places left with that buzz. So guard it well, cherish your local traders and your people, and then the visitors will come. I hope that helps.

Penrith has a bit of a frontier town atmosphere that you can't replicate

Penrith is my hometown. It's been here forever, it feels...although perhaps I appreciate it much more these days having lived other places and then come back again. It has a real sense of community, which is priceless, actually. And a sense of pride in itself which isn't boastful, showy or flash, which is rare, these days. The Coronavirus Pandemic has proved Penrithians help one another. That's how it should be. Penrith is also increasingly progressive and welcoming 😊 I agree, the town centre looks tired right now, which is sad. But I think the will is there to make it better. Good luck with your work!

Definitely needs to be more appealing to younger people, I'm 26 now and have grown up a lot so I like Penrith as it is for me.. but there's a lot of shops that cater to the older categories (clothes shops). Dorothy Perkins is the only place I can clothes shop here so often travel elsewhere.

I love the variety of restaurants we have, whether it's a nice "posh" meal from

Four & Twenty Penrith

or a pizza from

Gianni's Ristorante & Pizzeria

or something quirky from

The Lounge Hotel and Bar, Penrith

.. as well as all the other awesome places!

The transport is great, with a bus station for all areas and the town service bus that caters for those needing to get into town from the residential areas. The community on a whole is amazing and it's a friendly place. I've only been here 3 years but I'm absolutely loving it, I can walk to town from home but basically feel like I'm in a village community! I wouldn't want it to be any bigger though. I'm still discovering local shops and try to use them where possible. I love Penriths cafe culture too and try to visit a variety of places even though I have my faves!

Two diverse yet great secondary schools. I chose to attend UCC as I had the option (thank you David Robinson) but we had huge respect for QEGS. We both dominated the county in sport and on a Saturday night (when we were old-ish enough) we all had a beer together and danced/sweated the night away in Blues or Toppers)

The reasons we moved to Penrith- Location, location, location.... Easy to get too from anywhere by train, gateway to the lakes and fells for walking, cycling and finding places to rest, peaceful by day with quaint shops and cafés, fun and lively at night with pubs and parties. Friendly folk and a sense of community, real old time hospitality.

We need more decent individual shops in the town centre . Clothes shops and shoe shops etc . No more barbers or fast food shops. Need something done about the eyesore

that dominates middle gate that once was the coop. It's disgusting and off putting to visitors.

People so friendly - well actually yes - the nooks, crannies, buildings.....you know you are a real place not just a carbon copy of any town in England! I do love the proximity to the Lakes and Pennines though - and it's micro climate!!! I could go on.....

A very friendly homely place, beautiful architecture, stylish, small quirky businesses, arty feel, alleyways, yards, historical stories about the place..... artistic community...

Penrith has a real and beautiful heart, both architecturally and in terms of its strong sense of community. The two combine to create a friendly, confident and attractive town which effortlessly combines the best of both its past and its present.

All of the above but it's still a working town catering for all. It's on the map for C2C too. Handy for Lakes and Pennines and the railways a plus, if they could improve their parking and bus connectivity!

Independent shops and the generous parking at Sainsbury's particularly too

Penrith is the people. Friendly and down to earth. I like that it's got a slightly old fashioned feel. Not stepping back in time, but a place with character, full of history and stories (except New Squares of course). SLDC in Kendal offers empty units as a pop up shop opportunities with short leases. Great for someone wanting to try out a business idea.

Getting our excellent local shops back up and running post CV 19 will be a challenge which I hope BID will support in some way.

Very difficult for new business startups in New Squares, because it's such a void. Imaginative ideas to bring life to it needed urgently. Never mind the aggro about who/ what/ how it was built that still echoes around the town. It is there, and we need it to be successful.

Castle park needs money and imagination.

Dare I mention The Two Lions?

There are no (or very few!) graduate jobs so it is a 'brain drain' in some respects as a result of this. It's a shame because the town itself is lovely (pretty, interesting history, good transport links despite being relatively rural) but many young adults leave because of lack of employment opportunities in the area.

Absolutely second the comment on the need for new shops/more diverse shops. The new squares development could be excellent if it was full of businesses, however it's a bit of a ghost sector.

Also the fact employment options are incredibly limited.

We also need more facilities for young people, and families- e.g.A bowling alley, an arts venue, perhaps development of the museum, the castle park facilities, etc

It's the folk that make it!

Need to find a way to encourage use of New Squares empty shops, less takeaways and charity shops, support local traders and have more events to attract young people into the town - Music festival etc

Flood the area between junctions 40 & 41 and make a place for speed boats, that would bring in all the posh folk with money, seen they can't go on Windermere anymore

I have been thinking a little open train like they have in ambleside windermere etc that travels round places and the town would be nice

Bring back the market in town and then we can be called a market town.

More for younger people. Maybe a bowling alley.

I agree with [Alan Davidson](#) we could do with a bowling alley.

It is run by too many councils who are useless lets have one thats elected

Too many outsiders with too much say

My home town

In the New Squares, instead of it lying empty like it has for 7 yrs, could the units not be opened up to local crafter and artists to show or sell their wares, on frid sat Sundays maybe, having all those empty units can't be helping the town 😞

There could be a Bed Shop, Primark etc.
primary was asked, as we're other big names, but have no plans to come to Penrith, I agree something like a bed shop would be good

For me friendly people quirky shops baked potatoe van friendly pubs views r amazing buses and trains to all the other beautiful places in the lake district just an amazing place xxx

Penrith is about small family run independent business that care and look after you. Such as Marvin's jewellers and Grahams to name a few . A real feel of community, where most people smile and say hello when your walking around.

Penrith to me, means fudge from Penrith Toffee Shop

The 'pong'

	<p>There are no (or very few!) graduate jobs so it is a 'brain drain' in some respects as a result of this. It's a shame because the town itself is lovely (pretty, interesting history, good transport links despite being relatively rural) but many young adults leave because of lack of employment opportunities in the area.</p> <p>Where my kids go to school. The Beacon and the old quarry woodland and its exceptionally fine views across the Vale of Eden and the Lake District (somewhat spoilt now by vast sprawl of housing estates). The wonderful Victorian streets, like Shakespeare St., running down the hill with their mature assortment of trees. The odd juxtaposition of the Castle and MacDonald's. The ancient centre of town with it's independent shops and hairdressers and eclectic jumble of architectural styles (but far far far too many cars!).</p> <p>Our beautiful Penrith we need more clothes shops, antique shops a Tuesday and a Saturday market in the middle of town out side the George hotel , the coop needs tidying up. We need specialised shop unique ones, Bring down the rates bring down the rents. Give everyone a chance. To make a living. We need everyone in our town and surrounding area to come on board and make this happen.</p>

Action Plan: Reset Priorities

Project	What	Who
Planning	ID which businesses are planning to reopen – collate details including how they intend reopening will be safe and secure	BID, Chamber
Covid-19 Secure	Promote the Covid-19 Secure message to all businesses: <ul style="list-style-type: none"> • Signpost to Working Safely guidance • Clarity on Risk Assessments – provide HSE guidance • Email and telephone support to levy payers 	BID
Safe and Secure	Work with Working Party to address issues with social distancing for pedestrians in town	Working Party
Safe and Secure	Promote message that EDC will provide free car parking in town until end of June	Working Party
Safe and Secure	Start to tell community about how the town centre will look and feel from 15 th June and provide advice on actions they can take to make the experience safe, but also easy (eg bring a broly as you might need to queue outside a stord)	BID

Action Plan: Restart Priorities

Project	What	Who
Comms	Provide general public with details of which businesses are open and what social distancing measures are in place: <ul style="list-style-type: none"> • Chamber website • Discover Penrith channels • EDC Customer service phonenumber 	BID, Chamber, EDC
Covid-19 Secure	Promote the Covid-19 Secure message to all businesses: Signpost to Working Safely guidance Clarity on Risk Assessments – provide HSE guidance	BID
Covid-19 Secure	Communicate Covid-19 Secure message to general public: <ul style="list-style-type: none"> • EDC advertorial in Herald • EDC Customer Service phonenumber • Discover Penrith social media channels 	BID, EDC, PTC, CCC
Safe and Secure	Clear communications explaining what methods are being undertaken to keep the community safe and secure when visiting town	

Action Plan: Rebuild Priorities

Project	What	Who
Comms	Welcome back messaging	
Community Engagement		