



Penrith Town Council

Unit 1, Church House, 19-24 Friargate, Penrith, Cumbria, CA11 7XR

Tel: 01768 899 773 Email: office@penrithtowncouncil.gov.uk

DATE: 5 June 2024

NOTICE IS HEREBY GIVEN that an **ORDINARY MEETING** of **THE COMMUNITIES COMMITTEE** will be held on **10 June 2024, at 5.00pm** and you are hereby **SUMMONED** to attend to transact the business as specified in the agenda and reports hereunder.

The meeting will be held at **Penrith Town Council Office, Unit 1, Board Room, Church House, Friargate, Penrith.**

To assist in the speedy and efficient dispatch of business', Members should read the agenda and reports in advance of the meeting. Members wishing to obtain factual information on items included on the Agenda are asked to enquire of the relevant officer **PRIOR** to 9.00am on the day of the meeting.

Members are asked to indicate if they wish to speak on an item **PRIOR** to the meeting (by 1.00pm on the day of the meeting at the latest) by emailing office@penrithtowncouncil.gov.uk

COMMITTEE MEMBERSHIP

Cllr Bowen

Cllr Jackson

Cllr B. Jayson

Pategill Ward

North Ward

West Ward

Cllr Knaggs

Cllr Smith

Cllr Snell

East Ward

South Ward

West Ward

Mr I. Parker, Acting Town Clerk

Public Participation

Members of the public are welcome to attend. Details about how to comment on an agenda item are available on the Town Council Website.

Filming

Please note that this meeting may be filmed for live or subsequent broadcast via the internet or social media.

Please be advised that the Town Council does not record or live stream meetings.

Penrith Town Council fully supports the principle of openness and transparency and has no objection to filming and reporting at its Full Council, and Committee meetings that are open to the public. It also welcomes the use of social networking websites, such as X and Facebook, to communicate with people about what is happening, as it happens. Filming will only commence at the beginning of a meeting when the Chair opens the meeting with apologies and will finish when the meeting is closed or when the public may be excluded from an exempt item. The Council, members of the public and the press may record/film/photograph or broadcast this meeting when the public and the press are not lawfully excluded.

General Power of Competence

The Town Council resolved from 15 May 2023, until the next relevant Annual Meeting of the Council, that having met the conditions of eligibility as defined in the Localism Act 2011 and SI 965 The Parish Councils (General Power of Competence)(Prescribed Conditions) Order 2012, to adopt the General Power of Competence.

AGENDA FOR THE MEETING OF COMMUNITIES COMMITTEE MONDAY 10 JUNE 2024

PART I

1. Apologies For Absence

Receive apologies from Members.

2. Appointment of Vice Chair

Appoint a Vice-Chair of the Communities Committee for the remainder of the 2024-25 municipal year.

3. Declarations of Interest and Requests for Dispensations

Receive declarations by Members of interests in respect of items on this agenda and apply for a dispensation to remain, speak and/or vote during consideration of that item.

ADVICE NOTE:

Members are reminded that, in accordance with the revised Code of Conduct, they are required to declare any disclosable pecuniary interests or other registrable interests which have not already been declared in the Council's Register of Interests. (It is a criminal offence not to declare a disclosable pecuniary interest either in the Register or at the meeting.) Members may, however, also decide, in the interests of clarity and transparency, to declare at this point in the meeting, any such disclosable pecuniary interests which they have already declared in the Register, as well as any other registrable or other interests. If a Member requires advice on any item involving a possible declaration of interest which could affect his/her ability to speak and/or vote, he/she is advised to contact the Monitoring Officer at least 24 hours in advance of the meeting

4. Public Participation

Receive any questions or representations which have been received from members of the public. A period of up to 15 minutes for members of the public to ask questions or submit comments.

ADVICE NOTE:

Members of the public may make representations, ask questions, and give evidence at a meeting which they are entitled to attend in respect of the business on the agenda. It is helpful if a member of the public who wishes to speak at a meeting makes a request to speak in writing to the Town Clerk **PRIOR** to the meeting. A member of the public can speak for up to three minutes. A question shall not require a response at the meeting nor start a debate on the question. The chair of the meeting may direct that a written or oral response be given. Where the Council is unable to provide a response to the question at the meeting, they will do so in writing within seven days and the response will be attached to the minutes as an appendix.

5. EXCLUDED ITEM: Public Bodies (Admissions To Meetings) Act 1960

Determine whether item 14 should be considered without the presence of the press and public, pursuant to Section 1(2) of the Public Bodies (Admission to Meetings) Act, 1960, as publicity relating to that (any of those) matter/s may be prejudicial to the public interest by reason of the confidential nature of the business to be transacted or for the other special reasons noted in relation to that matter on the agenda.

6. Timings of Meetings

Consider the proposed timings of ordinary meetings of the Communities Committee:

5.00pm – 7.00pm BOARD ROOM

- Monday 14 October 2024
- Monday 9 December 2024
- Monday 10 February 2025
- Monday 14 April 2025

7. Resolutions Report

Receive and note the written report.

8. Communications Report

Receive and note the written report.

9. Climate Strategy Report

a) Climate Strategy Action Plan

Receive and note the written report.

b) Cumbria Pension Fund Divestment

Consider the report and the recommendations contained within.

10. Policy Review

Consider the following reviewed policies and recommended amendments and agree that these go forward to Full Council for ratification:

- a) Communications Policy

11. Cornmarket Bandstand Street Trading License

Consider the report and the recommendations contained within.

12. Stars of Business Awards 2024

Consider the report and the recommendations contained within.

13. Next Meeting

Note that the next meeting is scheduled for Monday 14 October 2024 at Penrith Town Council Office, Unit 1, the Board Room, Church House, Friargate, Penrith with a start time to be confirmed.

PART II PRIVATE SECTION

The following item is exempt information due to the confidential nature of the matters to which the report refers as it relates to a confidential national scheme.

14. Penrith Trail Initiative

Consider the report and the recommendations contained within.

FOR THE INFORMATION OF ALL MEMBERS OF THE COMMUNITIES COMMITTEE AND FOR ATTENTION TO ALL REMAINING MEMBERS OF THE TOWN COUNCIL

Access to Information

Copies of the agenda are available for members of the public to inspect prior to the meeting. Agenda and Part I reports are available on the Town Council website

Background Papers

Requests for the background papers to the Part I reports, excluding those papers that contain exempt information, can be made to the Town Clerk address overleaf between the hours of 9.00 am and 3.00 pm, Monday to Wednesday via office@penrithtowncouncil.gov.uk

COMMUNITIES COMMITTEE 10 JUNE 2024 ITEM: 7

This report shows the progress made against resolutions from the Council's Communities Committee this municipal year.

STATUS KEY:

On hold - Not commenced

Completed

In progress - Started and ongoing

Reference	Activity	Status	Notes
CC23/11	2024 May Day Carnival	Completed	PTC officers supported the Penrith Lions Club to deliver the Penrith May Day Carnival which took place on Monday 6 May 2024. PTC supported the Lions in pulling together an Event Plan and supporting with other relevant legislative requirements for the event. The event was a success with no major issues reported. The Penrith Lions Club have sent the Council a letter of thanks for their support.
CC23/21	Creation of a Penrith Way Walk	In progress	Work progressing on the Penrith Way walk - now incorporated as part of the Climate Strategy 24/25 Action Plan.
CC23/24	80th Anniversary to Commemorate D-Day	Completed	PTC delivering the commemoration event on Thursday 6 June.

COMMUNITIES COMMITTEE

Date: 10 June 2024

Public Report

Matter: Communications Report

Item no: 08

Author: Community Services Officer

Supporting Member: Cllr Hilary Snell, Chair

Purpose of Report:

To inform and update members of the Communities Committee of the Council's recent communication activities.

Background

This report provides an update on the Council's communication activities since the last meeting of the Communities Committee on Monday 15 April 2024 up to Friday 31 May 2024.

Headline Statistics:

Platform	Likes / Follows	Number of Posts	Reach	Post Reactions	Post Shares	Comments
Facebook	590 (+20) / 834 (+55)	63 (+6)	40,658 (+14,734)	188 (-25)	135 (+10)	57 (-21)
Instagram	839 (+8)	34 (+6)	5245 (+2,261)	57 (+21)	7 (+4)	2 (-1)
X (Formerly Twitter)	265 (+7)	20 (+5)	5514 (+4,250)	39 (+12)	33 (+18)	0 (-6)
govDelivery	1556 (+168)	2,639 (+1,097)	2,813 (+1085)	n/a	n/a	n/a
YouTube	3 (+3)	2	31	1	n/a	1
Summary	4087 (+261)	2,758 (+1,116)	54,261 (+22,361)	285 (+9)	175 (+32)	60 (-27)

Pre-election period

The general election is to take place on Thursday 4 July 2024 and as such the pre-election began with the Notice of Election sent out on Tuesday 4 June 2024.

The pre-election period places restrictions on proactive publicity by the Council which particularly relates to candidates and other politicians involved directly in the election.

The Council can still issue media releases on factual matters provided that these do not identify individual councillors or groups of councillors.

The pre-election period will reduce the frequency of Council communication until Friday 5 July 2024.

Video Content

“Penrith Town Council in the Community”, a new series of short videos launched in May visits community organisations who have been awarded a grant by the Council to find out more about the organisation and the project which the Council has helped to fund.

The first video the Council has produced features 2nd Penrith Scout Group who were awarded £2,090 towards the costs of a new oil storage tank. The video can be accessed using the link below:

<https://www.youtube.com/watch?v=dmRBI37bL24&t=7s>

This video was created in-house.

The Council will look to produce more video content on its activities, achievements, etc as it is proven to have greater engagement than “static” social media content.

Alongside this, the Council has also created a new YouTube channel, which can be accessed by the link:

<https://youtube.com/@penrithtowncouncil?si=Z5NLHvmT5NVRS-7u>

Press Releases:

- [Wednesday 21 May – Penrith Town Council appoints Chair & Deputy Chair](#)
- [Tuesday 20 May – Sounds Around Town in Penrith is back by popular demand!](#)
- [Wednesday 15 May – £2,090 Grant to support Penrith Scouts](#)

All Penrith Town Council press releases can be found on the Penrith Town Council website:

<https://www.penrithtowncouncil.gov.uk/information/press-releases/>

Newsletters:

- [Latest News: May 2024](#)
- [Latest News: April 2024](#)

All editions of Penrith Town Council News can be found on the Penrith Town Council website:

<https://www.penrithtowncouncil.gov.uk/information/newsletter/>

A decision was made not to distribute hard copies of the April & May editions of Penrith Town Council News. This will restart after the General Election, where July's edition of Penrith Town Council News will be made available in hard copy from: the Penrith Town Council offices on Friargate, Another Weigh - Penrith, Penrith Restore, Penrith Tourist Information Centre, Penrith Library, Penrith Railway Station, Eden Rural Foyer and Cafe4EDEN.

Events & Activities:

Penrith Town Council distributes a bi-weekly round-up of events and activities in and around Penrith. The e-newsletter supports the Penrith Arts and Culture website and allows community groups, sports clubs and others to feed their events and activities through the newsletter. Links to the e-newsletters sent out since 15 April 2024 are listed below:

- [Events & Activities: 31 May](#)
- [Events & Activities: 17 May](#)
- [Events & Activities: 3 May](#)
- [Events & Activities: 19 April](#)

Appendix

Appendix A – Communications Report

Appendix B – Press Release: Sounds Around Town in Penrith is back by popular demand!

Item 8 – Communications Report Appendix A

April 2024

Date	Platform	Type	Content	Reach	Reactions	Shares	Comments
18/04/2024	Facebook	Corporate	Annual Town Meeting promotion	210		1	
18/04/2024	Instagram	Corporate	Annual Town Meeting promotion	67			
19/04/2024	Facebook	Corporate	Events & Activities in and around Penrith	1266			
19/04/2024	Instagram	Corporate	Events & Activities in and around Penrith	59			
19/04/2024	X	Corporate	Events & Activities in and around Penrith	36		1	
23/04/2024	Facebook	Highways	May Day Carnival Road Closure	1485	3	2	
23/04/2024	Instagram	Highways	May Day Carnival Road Closure	133			
23/04/2024	X	Community	Share: Penrith Parkrun	142	3	2	
23/04/2024	X	Corporate	Notice of election: Penrith West Ward	50		1	
23/04/2024	Facebook	Corporate	Notice of election: Penrith West Ward	342	4	1	2
23/04/2024	Instagram	Corporate	Notice of election: Penrith West Ward	130	1		
23/04/2024	Facebook	Corporate	Promotion of May Day Carnival - PTC role in the Carnival	251	1		

23/04/2024	Facebook	Community	Share: Promotion of May Day Carnival - pictures of previous events	248	6	1	
23/04/2024	Facebook	Corporate	Promotion of Penrith Chamber of Trade awards	146	1		
23/04/2024	X	Corporate	Promotion of the Penrith Town Council grant scheme	19			
24/04/2024	Facebook	Highways	Carleton Village Road Closure / Temporary Traffic Lights	1972	5	7	16
24/04/2024	Instagram	Highways	Carleton Village Road Closure / Temporary Traffic Lights	160			
26/04/2024	Facebook	Corporate	Promotion of the Penrith Town Council grant scheme	1789	7	5	
26/04/2024	Instagram	Corporate	Promotion of the Penrith Town Council grant scheme	124	1		
29/04/2024	Facebook	Community	Share: Promotion of Ramblers Wellbeing Walks - Eden	190	2		
29/04/2024	Facebook	Community	Share: Promotion of May Day Carnival	235	4	2	
30/04/2024	Instagram	Highways	May Day Carnival Road Closure	330	4	1	
30/04/2024	Facebook	Highways	May Day Carnival Road Closure	109			
30/04/2024	Instagram	Corporate	Penrith Town Council News - April 2024	754	2	3	
30/04/2024	Facebook	Corporate	Penrith Town Council News - April 2024	70			
30/04/2024	X	Corporate	Penrith Town Council News - April 2024	21			

May 2024

Date	Platform	Type	Content	Reaching	Reactions	Shares	Comments
01/05/2024	Facebook	Local Government	Share: Promotion of the Community Catalysts scheme	98			
01/05/2024	Facebook	Community	Share: Penrith Library event	124			
01/05/2024	Facebook	Corporate	Public notice about graffiti on Penrith Beaon	689	7	4	4
01/05/2024	Instagram	Corporate	Public notice about graffiti on Penrith Beaon	213	10		
02/05/2024	Facebook	Corporate	Announcement of the opening of polls for the Penrith West Ward election	113			
02/05/2024	X	Community	Eden Dementia Friendly Communities Partnership event	33			
02/05/2024	Facebook	Community	Eden Dementia Friendly Communities Partnership event	271	2	1	
02/05/2024	Instagram	Community	Eden Dementia Friendly Communities Partnership event	40			
03/05/2024	Facebook	Corporate	Promotion of the Penrith Town Council grant scheme	347	2	2	
03/05/2024	Instagram	Corporate	Promotion of the Penrith Town Council grant scheme	78			
03/05/2024	Facebook	Corporate	Penrith West Ward election result	257	5		2
03/05/2024	Instagram	Corporate	Penrith West Ward election result	179	6		

03/05/2024	X	Corporate	Penrith West Ward election result	38	1		
03/05/2024	Facebook	Corporate	Events & Activities in and around Penrith	1180	5	2	
03/05/2024	Instagram	Corporate	Events & Activities in and around Penrith	100			
03/05/2024	X	Corporate	Events & Activities in and around Penrith	19			
04/05/2024	Facebook	Corporate	Promotion of the May Day Carnival	3789	15	24	11
04/05/2024	Instagram	Corporate	Promotion of the May Day Carnival	140	3		
05/05/2024	Facebook	Highways	May Day Carnival Road Closure	352	2		
05/05/2024	Instagram	Highways	May Day Carnival Road Closure	105			
06/05/2024	Facebook	Highways	May Day Carnival Road Closure	268			
06/05/2024	Instagram	Highways	May Day Carnival Road Closure	54			
06/05/2024	Facebook	Corporate	Promotion of the May Day Carnival	585	8	2	
06/05/2024	Instagram	Corporate	Promotion of the May Day Carnival	185	8		
06/05/2024	X	Community	Share: May Day Carnival	763	11	6	
07/05/2024	Facebook	Community	Share: Penrith Library event	155	1		
07/05/2024	Facebook	Corporate	Promotion of the D-Day Commemoration event	910	2	7	5

07/05/2024	Instagram	Corporate	Promotion of the D-Day Commemoration event	40			
07/05/2024	X	Corporate	Promotion of the D-Day Commemoration event	86	1	2	
07/05/2024	X	Community	Share: Promotion of Brougham Wartime Weekend	170	1	4	
08/05/2024	Facebook	Community	Eden Dementia Friendly Communities Partnership event	175			
08/05/2024	Instagram	Community	Eden Dementia Friendly Communities Partnership event	31	1		
08/05/2024	Facebook	Community	Share: Penrith Library event	103			
08/05/2024	Facebook	Community	Share: Penrith Players event	122			
08/05/2024	Facebook	Community	CAFS Training	130	1		
08/05/2024	Instagram	Community	CAFS Training	32			
08/05/2024	Facebook	Community	Hiking Household Pategill walk	2807	7	9	3
08/05/2024	Instagram	Community	Hiking Household Pategill walk	62	3		
09/05/2024	Facebook	Community	Share: Penrith Library event	166	3		
09/05/2024	Facebook	Community	Promotion of the Brougham Wartime Weekend	308	2	1	
10/05/2024	Facebook	Community	Share: Offload Cumbria	86	2	1	
10/05/2024	Facebook	Community	Share: Promotion of Penrith	169			

10/05/2024	Facebook	Corporate	Message of thanks to the Penrith Lions Club for May Day Carnival	375	17		
13/05/2024	Facebook	Community	Share: Penrith Library event	158	3		
13/05/2024	Facebook	Community	Share: Mental Health Awareness Week	84			
13/05/2024	X	Community	Share: BlueJam Arts Activities	60	2	2	
14/05/2024	Facebook	Community	Share: Cumbria Singers	145			
15/05/2024	Facebook	Community	Share: Seeding Saturday	166	2	2	
15/05/2024	Facebook	Community	Promotion of Community Catalysts	188	1		
15/05/2024	Instagram	Community	Promotion of Community Catalysts	34			
15/05/2024	Facebook	Local Government	Share: Local Nature Recovery Strategy survey	111			
15/05/2024	Facebook	Community	Share: CVS Eden Volunteering and Community Fair	130	2		
15/05/2024	X	Community	Share: Promotion of Community Catalysts	387	2	3	
15/05/2024	Facebook	Corporate	Penrith Town Council in the Community: Penrith Scouts	1367	15	13	1
15/05/2024	Instagram	Corporate	Penrith Town Council in the Community: Penrith Scouts	190	4		
15/05/2024	X	Corporate	Penrith Town Council in the Community: Penrith Scouts	3439	11	7	

15/05/2024	Youtube	Corporate	Penrith Town Council in the Community: Penrith Scouts	28	1		1
16/05/2024	Facebook	Community	Eden Dementia Friendly Communities Partnership event	174			
16/05/2024	Instagram	Community	Eden Dementia Friendly Communities Partnership event	35			
16/05/2024	Facebook	Community	Share: Penrith Library event	77			
16/05/2024	Facebook	Corporate	Promotion of the Penrith Town Council grant scheme	344	4	1	
16/05/2024	Instagram	Corporate	Promotion of the Penrith Town Council grant scheme	52			
17/05/2024	Facebook	Corporate	Events & Activities in and around Penrith	1007	3	2	
17/05/2024	Instagram	Corporate	Events & Activities in and around Penrith	92	1		
17/05/2024	X	Corporate	Events & Activities in and around Penrith	20			
17/05/2024	Facebook	Community	Share: Seedling Saturday	176	2	1	
17/05/2024	Facebook	Community	Share: Penrith Library event	122		1	
20/05/2024	Facebook	Corporate	Announcement of the return of Sounds Around Town for 2024	8368	20	21	3
20/05/2024	Instagram	Corporate	Announcement of the return of Sounds Around Town for 2024	239	5	1	1
20/05/2024	X	Corporate	Announcement of the return of Sounds Around Town for 2024	98	2	3	
22/05/2024	Facebook	Community	Share: Stomping Ground Outdoor Youth Work Volunteer	166		1	

22/05/2024	Facebook	Corporate	Sounds Around Town: Tailgate Buskers	1460	4	6	
22/05/2024	Instagram	Corporate	Sounds Around Town: Tailgate Buskers	45			
22/05/2024	X	Corporate	Sounds Around Town: Tailgate Buskers	64	3	2	
22/05/2024	Facebook	Corporate	Mayor & Deputy Mayor of Penrith Announcement	763	14	3	10
22/05/2024	Instagram	Corporate	Mayor & Deputy Mayor of Penrith Announcement	146	2		
22/05/2024	X	Corporate	Mayor & Deputy Mayor of Penrith Announcement	31	2		
24/05/2024	Facebook	Corporate	Sounds Around Town: Tailgate Buskers	327	2	2	
24/05/2024	Instagram	Corporate	Sounds Around Town: Tailgate Buskers	34			
25/05/2024	Facebook	Corporate	Sounds Around Town: Tailgate Buskers	1078	2	1	
25/05/2024	Instagram	Corporate	Sounds Around Town: Tailgate Buskers	49			
25/05/2024	Facebook	Community	Share: Eden Rural Foyer	137	1	2	
30/05/2024	Facebook	Corporate	Sounds Around Town: BlueJam	820	5	4	
30/05/2024	Instagram	Corporate	Sounds Around Town: BlueJam	69	3		
30/05/2024	Facebook	Local Government	Share: 10p Swims	167	1		

31/05/2024	Facebook	Local Government	Share: Community Catalysts	88				
31/05/2024	Facebook	Corporate	Events & Activities in and around Penrith	156				
31/05/2024	Instagram	Corporate	Events & Activities in and around Penrith	1120	3	2	1	
31/05/2024	X	Corporate	Events & Activities in and around Penrith	18				
31/05/2024	Facebook	Corporate	Penrith Town Council News - May 2024	987	3	3		
31/05/2024	Instagram	Corporate	Penrith Town Council News - May 2024	124				
31/05/2024	X	Corporate	Penrith Town Council News - May 2024	20				

FOR IMMEDIATE RELEASE

Sounds Around Town in Penrith is back by popular demand!

Penrith Town Council, working with Plug & Play, Eden Valley Artistic Network and the Penrith Arts & Culture group, has funded and arranged for bands / artists to play around Penrith on Saturdays across the Summer.

Sounds Around Town showcases the enormous wealth of local talent we have in Penrith (and the surrounding area) and aims to encourage more visitors into the town centre and increase the 'dwell time' of those visitors by giving them bands / artists worth sticking around for!

As the name suggests, bands / artists play in different areas to encourage footfall throughout the town centre benefitting more local businesses and increasing the vibrancy of the whole town.

All bands / artists play around 2pm and finish on or before 4pm.

Doug Lawson, Penrith Town Council Chair & Mayor of Penrith said:

"Sounds Around Town is a fantastic grassroots initiative which I am hugely proud that the Council has been able to support for yet another Summer following so many positive comments from residents and visitors alike.

"Penrith (and Cumbria) has such an array of talented artists and bands who will be showcased throughout the Summer at different locations in Penrith town centre – so stay tuned to the Council's social media accounts to find out who is playing when and where!

"Whilst this initiative is all about promoting good music - it is also about encouraging visitors and residents to think, shop and buy local – supporting local businesses in the town centre which help to make Penrith so special."

Sounds Around Town 2024 was kickstarted by Tarzan's Nuts last weekend - with a packed crowd watching them play at the Cornmarket Bandstand - a massive thanks to the band for their fantastic performance! This Saturday (25 May) we have the Tailgate Buskers playing at Angel Square!

We have a packed Summer schedule of performances ahead of us - keep up to date with who is playing when and where, by keeping an eye on the Penrith Town Council social media pages, Penrith Arts & Culture website:

<https://penrithartsandculture.co.uk/> or sign-up for our bi-weekly round-up of events and activities: <https://shorturl.at/cgvxI>

COMMUNITIES COMMITTEE

Date: 10 June 2024

Public Report

Matter: Climate Strategy update

Item no: 09a

Author: Community Services Officer

Supporting Member: Cllr Snell, Chair

Purpose of Report:

To inform and update members of the Communities Committee of the progress on the Council's Climate Strategy Action Plan.

Background

At its meeting of Full Council on Monday 25 March 2024, Penrith Town Council resolved to approve its refreshed Climate Strategy 24/25, along with its first-year Action Plan.

It was agreed that the Action Plan would be monitored on an ongoing basis and report its progress to the Communities Committee.

This report therefore provides an update on the progress on the Council's Climate Strategy Action Plan.

Penrith Town Council Climate Strategy Action Plan April 2024 – March 2025

STATUS KEY:

On hold - Not commenced

In progress - Started and ongoing

Completed

Strategic Objective: Achieve carbon neutrality for Penrith Town Council						
Plan Ref	Project	Timescale	Budget	Partners	Progress	
1.1	Commission a Carbon Audit of Penrith Town Council	July 2024	£1,000	-	Initial contact made with Carbon Audit consultants (18/04/24). Three quotes received (13/05/24). Preferred provider identified.	
1.2	Provide climate literacy training for all Councillors and Officers	July 2024	£850	CALC / CAFS	Email to Councillors who have not attended previous training, informing of future courses provided by CAFS (18/04/24).	
1.3	Work to reduce consumption of paper and other resources.	March 2025	Nil	-	Internal email to all staff asking them to give consideration to use of resources, printing, recycling, digital. (18/04/24)	
1.4	Lobby the Cumbria Pension Fund to divest its Fossil Fuel Holdings.	May 2024	Nil	PACT	Report taken to Communities Committee 10 June 2024.	

Strategic Objective: Engage the community on climate actions					
2.1	Produce a quarterly newsletter themed on climate related issues. (May, Aug, Nov, Feb) Themes to include: Energy Saving Tips, Community Groups & Green Spaces, Carbon Footprint and Transport.	Quarterly	£500	-	E-Newsletter to coincide with Great Big Green Week. Councillors have been requested to input with editorial.
2.2	Identify, promote and make available educational material and training opportunities for use by communities – catalogue existing resources.	September 2024	Nil	-	No progress to date.
2.3	Identify the feasibility of a Climate Change Hub in Penrith and undertake consultation.	September 2024	Nil	-	Consideration for new page on website to be developed. No progress to date.
Strategic Objective: Conserve and enhance local biodiversity					
3.1	Ensure the protection of green spaces and natural habitats in the possession of Penrith Town Council and as set out in the Neighbourhood Plan	June 2024	Nil	-	Awaiting progress update on the Neighbourhood Plan referendum.
3.3	Have the Council adopt a Biodiversity Policy and Action Plan at a meeting of Full Council.	May 2024	Nil	-	No progress to date.

Strategic Objective: Promote low emission transportation options					
Plan Ref	Project	Timescale	Budget	Partners	Impact
4.2	Lobby for incentives for the use of electric vehicles. Work in partnership with organisations and write to central government to lobby for incentives. Work in partnership with appropriate organisations to investigate the increase of electric vehicle charging infrastructure.	January 2025	Nil	W&F / industry	Consideration to reconvene with new terms of reference Climate Task and Finish Group. Subject to Council approvals first.
4.3	Develop a policy and action plan for supporting sustainable and community transport schemes.	November 2024	Nil	Transport Providers	Consideration to reconvene with new terms of reference Climate Task and Finish Group. Subject to Council approvals first.
Strategic Objective: Increase the number of green projects in Penrith					
5.1	Promote the Council's Grant Fund for green and climate projects	Ongoing	Nil	-	Attendance at Grant Fair 24 April 24. Grant Scheme has been updated to reflect Climate priorities. E-Newsletter to be sent during Great Big Green Week 2024. Social media promoting grant scheme.
5.3	Promote and develop new Penrith Town Council green projects.				

	Identify and promote walking routes around Penrith. Invite ideas for and develop green projects.	March 2025 September 2024	£1,500 Nil*	- -	Penrith Way / Walks work ongoing. -
5.4	Conduct a climate vulnerability assessment to identify at-risk areas	January 2025	-	-	No progress to date. Consideration to reconvene with new terms of reference Climate Task and Finish Group. Subject to Council approvals first.
*Projects and ideas presented may require budget. All new projects to be agreed by Committee or Council					

COMMUNITIES COMMITTEE

Date: 10 June 2024

Public Report

Matter: Cumbria Pension Fund

Item no: 09b

Author: Community Services Officer

Supporting Member: Cllr Snell, Chair

Purpose of Report:

To consider an action from the Climate Strategy Action Plan 2024/25 to Lobby the Cumbria Pension Fund to divest its Fossil Fuel Holdings.

Recommendations:

- i. To consider whether the Cumbria Pension Fund's current approach to engagement over divestment is sufficient and if not, to write a letter to Westmorland & Furness Council asking they give consideration to divestment from all fossil fuel holdings from the funds which Cumbria Pension Fund owns.

Law and Legal Implications

The Town Council resolved from 15 May 2023, until the next relevant Annual Meeting of the Council, that having met the conditions of eligibility as defined in the Localism Act 2011 and SI 965 The Parish Councils (General Power of Competence) (Prescribed Conditions) Order 2012, to adopt the General Power of Competence.

1. Report Details

- 1.1 At its meeting of Full Council on Monday 25 March 2024, the Council resolved to adopt its renewed Climate Strategy along with a deliverable action plan for 2024/25.
- 1.2 Within this action plan for 2024/25 is a commitment from Penrith Town Council to Lobby the Cumbria Pension Fund to divest its Fossil Fuel Holdings.
- 1.3 The Council's Communities Committee has overall responsibility for the delivery of the Climate Strategy.
- 1.4 During the development of the Council's renewed Climate Strategy 24/25, the Council's Climate Strategy Task and Finish Group received a presentation from Penrith Action for Community Transition (PACT) on public sector investment into fossil fuel holdings.
- 1.5 The presentation focussed on requesting that that Town and Parish Council's give consideration to lobbying the Cumbria Pension Fund to divest its investment in Fossil Fuel Holdings.
- 1.6 This was based on the rationale that Cumbria Pension Fund's investment in fossil fuel companies funds the extraction of ever more oil, coal and gas, which climate scientists are absolutely clear must stay in the ground if we are to avoid the worst effects of the building climate breakdown.

1.7 In February 2024 the Cumbria Pension Fund commenced a consultation with its members on a draft Responsible Investment Policy. The survey results are provided as a background document to this report. In respect of divestment, the Cumbria Pension Fund asked its members:

Q. To what extent do you agree with the position that the Fund should use its shareholder responsibilities to engage and influence the Boards of companies that are considered to not be acting responsibly rather than selling its investments in those companies?

A. 54% of scheme members agreed or strongly agreed with this approach.

Q. To what extent do you agree with the position that the Fund should consider disinvesting from companies that do not respond to continual shareholder engagement and potentially sacrifice short term investment returns?

A. 62% of scheme members agreed or strongly agreed that the Fund should consider divestment where companies do not respond appropriately to continuous engagement.

1.9 Arising from Cumbria Pension Funds own consultation and in response to concerns surrounding the Fund's fossil fuel holdings, the draft Responsible Investment Policy included an approach to its fossil fuel holdings which prioritised engagement with fossil fuel companies' rather than divestment - to encourage them to change.

1.10 Westmorland and Furness Council, Cumbria Pensions Committee, 14 March 2024 considered a report on its draft Responsible Investment Policy. Within the body of the report, under Engagement v Divestment, Westmorland and Furness Council considered the following approach:

- i. *The draft Responsible Investment policy notes the Fund's belief that the **best way to influence companies is through engagement**. As a responsible investor, **the approach taken will be to influence companies' governance standards, environmental, human rights and other policies by constructive shareholder engagement and the use of voting rights**.*
- ii. *Throughout the development of the Responsible Investment policy, it has been acknowledged that there is a debate as to whether the pension fund should divest from particular sectors. **Through the discussions there has been a distinction made between ethical investment decisions and responsible investment decisions**. Ethical investing refers to an approach to investing in line with moral principles or beliefs, and most commonly includes the exclusion of certain products on ethics grounds, as opposed to financial materiality.*
- iii. *Border to Coast Pension Partnership (BCPP) (the approved Pension Pool) **do invest in public market companies or illiquid assets with more than 25% of revenues derived from thermal coal and oil sands, unless there are exceptional circumstances**. BCPP also exclude public market companies in developed markets with more than 50% revenue derived from thermal coal power generation. For companies in emerging markets the revenue threshold is more than 70%, to reflect support of a just transition towards a low-carbon*

economy. Additionally, BCPP do not invest in companies manufacturing cluster munitions, landmines, biological and chemical weapons.

- iv. *In respect of Responsible Investment decisions, there was a discussion around the benefits and risks of using active engagement to influence policy change in the first instance and influence through active engagement to encourage continuous improvement in respect of progress towards the environmental social and governance ambitions of the Fund or moving to divestment as a more influential approach.*
- v. ***It is acknowledged that scheme members and stakeholders have largely supported the active engagement approach*** with the exception of investment in the fossil fuel sector where there is an argument that engagement has been unsuccessful and that now is the time to divest from fossil fuel investments. Some companies have scaled back climate and emission reduction targets and continue to make significant investments in further fossil fuel explorations and the question is when does the Fund (and importantly it's investment managers including BCPP) determine that progress with the engagement and influence approach is no longer effective and a divest decision is required.
- vi. *The Fund considers it appropriate to align itself with the fund managers decision making to divest from active investment based on their more detailed knowledge of the investment universe and understanding of the climate science intelligence. **The Fund will seek to influence and challenge the climate reporting information and risk analysis information where relevant** but recognises that the expertise in this area sits with the fund managers including BCPP. Both BCPP and the Fund's passive investment fund manager (LGIM) have a strong track record for responsible engagement and voting and this will continue to be reported to the Committee alongside the BCPP approach.*

1.11 Given that Westmorland and Furness Council has reviewed its policy during the period of Penrith Town Council adopting its renewed Climate Strategy; Members are asked to consider whether the action within the Climate Strategy to lobby the Cumbria Pension Fund to divest in Fossil Fuels is still relevant.

1.12 The Committee should consider whether it believes the approach being taken by the Cumbria Pension Fund to be sufficient, and if not, consider sending a letter to Westmorland & Furness Council requesting that they considering divesting in all fossil fuel holdings.

2. Options Analysis including risk assessment

a) Risk

The Committee differs from its approved Climate Strategy Action Plan.

b) Consequence

The approved plan is not delivered.

c) Controls Required

To consider the options within the recommendations of this report, noting that during the period of the Council renewing its Climate Strategy, the Cumbria Pension Fund commenced its own review of its Investment Strategy.

3. Financial and Resource Implications

There are no direct financial implications arising from this report, but Members are advised to note that officers are themselves Members of the scheme.

4. Equalities Implications

None.

5. Climate Change and Environmental Implications

None.

Appendices

None.

Background Documents:

[Cumbria Pension Fund's Responsible Investment Policy Survey](#)

COMMUNITIES COMMITTEE

Date: 10 June 2024

Public Report

Matter: Communications Policy

Item no: 10

Author: Community Services Officer

Supporting Member: Cllr Snell, Chair

Purpose of Report:

Consider the reviewed and updated Communications Policy which combines and supersedes the following policies: Communications Policy, Communication Protocol, Community Engagement Policy and Media Policy.

Recommendations:

- i. Approve the Communications Policy for the term of Council (three years).

Law and Legal Implications

The Town Council resolved from 15 May 2023, until the next relevant Annual Meeting of the Council, that having met the conditions of eligibility as defined in the Localism Act 2011 and SI 965 The Parish Councils (General Power of Competence) (Prescribed Conditions) Order 2012, to adopt the General Power of Competence.

1. Report Details

- 1.1 Penrith Town Council's Communities Committee is responsible for reviewing a number of the Council's policies over the course of the Council cycle.
- 1.2 The Communities Committee has overall responsibility for community engagement and plays a strategic role in Council communications.
- 1.3 The Council currently has four policies due for review relating to Council communications.
- 1.4 These include the Communications Policy, Communication Protocol, Community Engagement Policy and Media Policy.
- 1.5 The number of policies relating to Council communications has resulted in duplication of content between policies whilst also making the review process cumbersome and hard to follow.
- 1.6 Another issue resulting from the number of policies is that each policy works in silo and so lack a wider strategic direction for Council communications.
- 1.7 A new comprehensive Communications Policy has therefore been developed, combining the aforementioned policies into one comprehensive policy – giving greater strategic direction for Council communications.
- 1.8 If adopted, the renewed policy will last the duration of each Council term and be reviewed at the start of each new council term.

2. Options Analysis including risk assessment

a) Risk

The Council does not adopt this renewed Communications Policy.

b) Consequence

The Council remains with its current number of policies relating to Council communications which duplicate content from one another and lack a sense of strategic direction.

c) Controls Required

The Council adopt this renewed Communications Policy.

3. Financial and Resource Implications

None.

4. Equalities Implications

None.

5. Climate Change and Environmental Implications

None.

Appendices

Appendix 10a Communications Policy

Background Documents:

None.



Penrith Town Council

Communications Policy

Contents

1. Introduction	3
2. Monitoring	3
3. Responsibility.....	3
4. Core Principles	4
5. External Communications.....	4
6. Who the Council Communicates with	5
7. How the Council Communicates	5
8. What the Council communicates.....	6
9. Community Engagement.....	7
10. Social Media.....	7
11. Website.....	8
12. Council Meetings.....	8
13. Councillors.....	9
14. Contacting the office	9
15. Consultation.....	10
16. Petitions.....	10
17. Media Engagement.....	10
18. Press Releases	10
19. Statements.....	11
20. Officer interaction.....	11
21. Councillor interaction	11
22. Elections.....	11
23. Monitoring	12
24. Internal Communications	12
25. Mechanisms for Communication	12
26. What the Council communicates	13
27. Equality Communications.....	13
28. Interpreting, translation and transcription (ITT) service	13
29. Alternative Text	13
30. Brand Guidelines	14
31. Logo.....	14
32. Colour.....	15
34. Typeface.....	16
35. Style	16
36. Strapline.....	17

Introduction

1.1. The aim of Penrith Town Council (“the Council”) is to communicate clearly and effectively within the Council, to the media and to the public. As the tier of local government closest to the community, communication between the Council and the public is essential for information sharing, access to services and for local democracy.

1.2. The Council is committed to improving its reputation and to promoting a positive image of its services, employees and councillors.

1.3. This document aims to establish a comprehensive policy for effective communication of the Council’s activities and pertinent information within the organisation, to the media, to partners and to members of the public.

2. Monitoring

2.1. Key Performance Indicators (KPIs) of the Council’s communications have been identified to evaluate the effectiveness of this policy:

- Engagement across all platforms
- Number of posts (including number of articles produced for printed mediums)
- Website traffic
- Media mentions

2.2. This policy will be reviewed at the beginning of each new council term at the Communities Committee according to these KPI’s.

3. Responsibility

3.1. Responsibility for Council communications starts at the highest level of the organisation and filters through to all other levels. The Councillors and Council Officers recognise communication as a priority for the Council. They play a role in communicating important information and decisions throughout the organisation, and represent the Council to the public, partners and the media.

3.2. The Town Clerk has overall responsibility for Council communications and provides guidance to the Council to undertake planned communications activities, to ensure a consistent approach within Council guidelines.

3.3. The Communities Committee has overall responsibility for community engagement and plays a strategic role in Council communications and approves new areas of work.

4. Core Principles

4.1. The underlying principle of all council communication, internal and external, is a focus to engage residents and stakeholders on Council matters.

4.2. To achieve this, there must be a consistent and strategic approach to communications across the council, using best practice. The following core principles underpin the Council's communications strategy:

- Clear – jargon free communication using Plain English which is easy to understand
- Transparent - ensuring information is as widely available as possible
- Accessible - communications should be accessible for all
- Adaptive – tailored content for specific audiences
- Collaborative – utilise both formal and informal partnerships to maximise engagement

5. External Communications

5.1. External communications are those processes responsible for communicating with people and organisations outside of the Council.

5.2. Effective external communication with the community is essential for access to information, services and for local democracy.

5.3. The Council recognises that:

- All people within Penrith should be involved in the decisions that affect them
- All people within Penrith deserve high quality public services, shaped around their needs
- The Council's policies and strategies should reflect local priorities, requirements and the aspirations and vision of the community of Penrith.
- The community is diverse
- There is a need to provide appropriate opportunities for local people and the community to participate at whatever level they wish to influence service delivery, decision making and policy development

5.4. Defining those processes for communication is therefore essential to ensuring the effectiveness of the Council's external communications.

6. Who the Council Communicates with

6.1. Key groups (not exhaustive) the Council will communicate with on various matters include the following:

- Residents
- Councillors
- Businesses and Business Networks (Penrith BID, Penrith Industrial BID and Penrith Chamber of Trade)
- Voluntary sector organisations
- Community groups (formal and informal) including resident groups (by Ward)
- MPs, local government (Westmorland & Furness Council) and national government as appropriate
- Local, regional, trade and national media

7. How the Council Communicates

Type	Mechanism	Frequency	Medium
Council News, information and decisions	Newsletters	Monthly	Website / Email / Social media / Printed / Recordings / Noticeboard
	Press Releases	Ad hoc	Website / Email / Council office / Social media / Press
	Posts	Ad hoc	Social Media
	Councillors	Daily	Face-to-face / Social media
	Annual Report	Annually	Website / Email / Council office / Social media / Press
Meetings	Public participation	As per meeting Schedule	Council Meetings

	Agendas	As per meeting schedule	Website / Email / Library / Council Office / Website
	Draft and approved minutes	As per Meeting Schedule	Website / Email / Library / Council Office / Website
Council policies and financial information	Policies / procedures	Policies reviewed according to schedule	Website / Council Office
	Annual External Audit	Annually	Website
	Adopted Annual Accounts	Annually	Website
	Financial statements and other financial information	Ad hoc	Website
Partner organisations	Newsletter	Ad hoc	Website / Email / Council office / Social media / Recordings
	Posts	Ad hoc	Social Media
	Links	Ad hoc	Website

8. What the Council communicates

8.1. The Council will use its mechanisms for Communication to engage with the public and our various stakeholder groups about the Council's services, facilities and other information including:

- How the Council works
- The Council's values
- What services the Council provides and where and how to access these services
- Changes to these services
- Resolving problems or complaints about these services

- How to contact Council officers and Councillors
- How to provide feedback and opinions on different Council policies, decisions, and activities
- Who our partners are and how we work with them
- The Council's role in the wider community
- Councillor and staff vacancies
- Our successes
- Who local Councillors are and what their role is
- Where and how the Council can help and support stakeholders
- How stakeholders can influence the Council's policies, plans and activities
- How stakeholders are or can become involved with the Council's services
- What the Council's policies are
- Events and activities in and around Penrith (including Council events)
- Information of benefit to the people of Penrith

9. Community Engagement

9.1. The Council is accountable to members of the public and has a duty to engage the community on its decisions and actions. The Council recognises that this is a two-way process which the Council must take every effort to facilitate.

10. Social Media

10.1. Social media are interactive technologies that facilitate the creation, sharing and aggregation of content, ideas, interests, and other forms of expression through virtual communities and networks.

10.2. Social media is an effective means of communicating council business and other pertinent information with the Penrith public and facilitates a two-way process for community engagement.

10.3. The Council currently has a presence on a number of social media platforms including:

- Facebook
- Instagram
- X (formerly Twitter)
- govDelivery (email distribution)
- YouTube

10.4. The Council's Officers manage the Council's presence on these social media platforms and communicates relevant information. The performance of these social media accounts are routinely monitored through a

“Communications Update” brought to each meeting of the Communities Committee.

10.5. The Council Officers reply to direct messages and (where relevant) comments generated by its use of social media.

10.6. Where relevant, and with the agreement of the Council Chair, the Council may also respond directly to some posts about the Council which are not factually correct.

11. Website

11.1. The Council website is an important part of the Council’s engagement with the Penrith community. The Council’s website:

www.penrithtowncouncil.gov.uk will be up-to-date and provide a hub of information for the Penrith community.

12. Council Meetings

12.1. All members of the public are welcomed and encouraged to attend any Council meeting. Council meetings include:

- Full Council
- Finance Committee
- Planning Committee
- Communities Committee

12.2. The dates of all meetings are publicised through the noticeboard, the Council website, email and social media.

12.3. Public Participation is available at all public meetings and appears at the beginning of the meeting:

- It is helpful if a member of the public who wishes to speak at a meeting makes a request to speak in writing to the Town Clerk PRIOR to the meeting. You will be allowed to speak at the discretion of the Chair
- Your name will not be recorded in the minutes of the meeting
- The Chair will invite you to stand/sit in location where you can be clearly heard
- You can speak for a maximum of 3 minutes per meeting
- Supplementary questions will be allowed for a maximum of 2 minutes
- The Council may respond to you at the meeting or may write to you
- You must not interrupt speakers or speak during the Councillor’s debate
- You must not hold conversations with other members of the public during meetings

- Members of the public who become disruptive during the meeting will be asked by the Chair to leave
- Electors in the parish area are able to take part fully in the Annual Town Meeting which may be called by the Chair or by residents following legal guidelines

13. Councillors

13.1. Councillors represent views and opinions of the community, support local organisations, campaign on local issues, and develop links with all parts of the community. Councillors act as a voice for local people, help individual residents and represent their local area.

13.2. Every Councillor is involved in a range of representational roles within the community and is available to their electors to engage in a range of local issues, raising these with the Town Council or other body as appropriate.

13.3. To effectively engage the community, Councillors should have regular contact with the community through any of the following:

- Council meetings
- Email
- Letters
- Telephone calls
- Social media
- Residents meetings (resident associations, walks around their ward, etc)

14. Contacting the office

14.1. Residents and visitors are welcome to put forward their thoughts, ideas, concerns, criticisms or worries by telephone, email, social media or in writing and the Town Council will consider and respond to all such communications.

- Address: Unit 1, Church House, 19-24 Friargate, Penrith, Cumbria. CA11 7XR
- Telephone: 01768 899773
- Email: office@penrithtowncouncil.gov.uk
- Facebook & Instagram: Penrith Town Council Cumbria
- X: Penrith Town Council

15. Consultation

15.1. Whilst Councillors are elected to represent the views of the people through their daily contact with constituents, Councillors cannot be aware of the views of all the people they represent on every issue. It is therefore essential for the Council to undertake additional forms of consultation as and when necessary.

15.2. The Council has an approved Consultation Policy which gives guidance on consultation. The policy can be found on the Council website.

16. Petitions

16.1. The Town Council encourages community feedback and recognises that petitions are one way in which people can let the council know their concerns.

16.2. The Council has an approved Petitions Policy which gives guidance on petitions. The policy can be found on the Council website.

17. Media Engagement

17.1. The Council is committed to the provision of accurate information about its governance, decisions and activities.

17.2. The Council shall, where possible, co-operate with those whose work involves gathering material for publication in any form including use of the internet ("the media").

17.3. The Council's communications with the media seek to represent the corporate position and views of the Council. If the views of councillors are different to the Council's corporate position and views, they will make this clear.

18. Press Releases

18.1. Press releases are the primary means of official communication with the media.

18.2. Guidelines for the Council's press releases have been detailed below:

- Press releases from the Council, its committees or working parties should be from the Town Clerk or an officer
- The Town Clerk will clear all press releases with the oversight of the Chair (or Deputy Chair) of the Council or the Chair of the relevant committee

- Press releases should include a quote from Chair of the Council or the Chair of the relevant committee
- The press release will always include an officer contact that should be available to speak to the media to give more information if required
- If a photo / video is circulated with the media release, this needs to be a good quality image / video

19. Statements

19.1. Statements to the media are issued to communicate the council's position on a specific issue. They should therefore be short and to the point. The approval process for statements to the media is the same as press releases.

20. Officer interaction

20.1. Officers may contact the media directly if the Council wants to provide information or any other material about the Council. In this capacity, Officers can act as formal spokesperson(s) for the organisation. The Town Clerk will clear any information shared with the media with the oversight of the Chair (or Deputy Chair) of the Council.

21. Councillor interaction

21.1. Councillors develop their own direct relationships with journalists and the Council recognises that any councillor may talk to a journalist at any time. However, it is important to distinguish between a councillor voicing their own opinions and one who is formally representing the Council on an issue.

21.2. Unless a Councillor has been authorised by the Council to speak to the media on a particular issue, if asked for comment by the press they should make it clear that it is a personal view and ask that it be clearly reported as their personal view.

21.3. A copy of all outgoing correspondence relating to the Council or a Councillor's role within it, should be sent to the Clerk, and the writer should note on the correspondence, e.g. "copy to the Clerk" so that the recipient is aware that the Clerk has been advised.

22. Elections

22.1. During elections, the council's media interaction will be superseded by election protocols, where the law restricts the type of publicity that councils

can undertake and who can be quoted in statements and publicity issued by the council, as well as who can be involved in publicity during this period.

22.2. During this period:

- Councillors will not be quoted in any publicity nor feature or take part in any material promoting the work of the council
- Where quotations are needed these will be attributed to the Town Clerk or to a Council spokesperson
- Councillors and officers will be informed in advance of the restrictions imposed by election protocols

23. Monitoring

23.1. Council Officers will produce a summary of all external communications along with any (relevant) media coverage concerning "Penrith Town Council" which at relevant meetings of the Communities Committee.

24. Internal Communications

24.1. Internal communications are those processes responsible for communicating within the Council.

24.2. Internal communication is essential for the Council to keep councillors informed about ongoing projects, good news stories, external / partner organisations and other key issues.

24.3. When councillors are well-informed and aligned with the council's goals and priorities, they can effectively communicate council decisions, initiatives, and policies to the community.

24.4. Internal communication is therefore a priority for effective communication with the Penrith community.

25. Mechanisms for Communication

Activity	Medium
-----------------	---------------

Members briefing	In-person / online
Members update	Email
General information	Email
Council Meetings	In-person

26. What the Council communicates

26.1. The Council will use its mechanisms for Communication to engage with councillors about:

- Council services
- Council assets
- Officer workplans
- Dates of Council meetings and committees
- Issues / opportunities
- Policies
- Latest news

27. Equality Communications

27.1. Some people may need information in languages and formats other than written or spoken English. Accessible communication is fair, inclusive, and makes good business sense. We will ensure that the views, comments and opinions of all our diverse local communities are considered. We will make it easy for people to access information, collaborate with us to shape decision making.

28. Interpreting, translation and transcription (ITT) service

28.1. We want to make sure that everyone can fully understand our messages. We aim to provide you with information in your preferred language or format. Translation services are provided on the Council website. Translation services will be available upon request for surveys and consultations. The Council's website will comply with Accessibility Regulations.

29. Alternative Text

29.1. Alternative (Alt) Text describes an image which then enables screen readers to read the information for the benefit of a person with visual impairments, low vision, different learning abilities, and for people who cannot otherwise view an image online.

29.2. Guidance for good practice in relation to alt text can be viewed below:

- Alt text should be specific and not overly descriptive
- Good descriptions are concise but describe what's in your images accurately enough to understand their context
- Stay clear of repetition
- Never start your alt text with 'image of' as this will be obvious to the user
- Include any essential text or data that's part of the visual
- Images that already have a caption describing the image, may not need additional alt text
- Screen readers will pause and stop when you tell them to but, depending on user settings, might not announce exclamation or question marks
- Alt text is used by search engines too, so using alt text can help grow a brand's visibility online

30. Brand Guidelines

30.1. Having a strong brand is essential in purporting an excellent reputation for the Council and is key to helping the Council improve its identity and overall visibility. The Council's identity, which is key to our brand, is made up of seven key elements:

- Logo
- Colour
- Typeface
- Strapline
- The words 'Penrith Town Council'
- penrithtowncouncil.gov.uk
- Style

30.2. These seven key elements form the basis of our brand guidelines. The guidelines can be used by officers and councillors alike to ensure they are always promoting the professional council brand when communicating on behalf of the council.









31. Logo

31.1. The logo is our primary means of identification. Its consistent use helps the public understand the services that we provide on their behalf as well as maintaining a positive and professional image.

31.2. There are two versions of the council logo which can be used: the full and the shortened version. These different versions can also be reproduced without the text "Penrith Town Council". The logo should always be produced

in our corporate colour, where this is not possible it should be reproduced in greyscale or white (against a colour background).

31.3. Examples are shown in the table below.

Full Version	Shortened version
	
	
	
	

32. Colour

32.1. The Council’s primary corporate brand colour is dark red which is shown below in point 33.

32.2. The overwhelming appearance of the brand should be dark red against white.

32.3. Secondary colours can be introduced to add accents of colour to help bring a layout to life. Any additional colours should (where possible) be chosen from the secondary palette detailed below.

32.4. It is important that the primary colour is dominant, and use of the secondary colours remains secondary.

33. Penrith Town Council Colour Palette:

Name	Hex	RGB	CMYK
Corporate Dark Red	#9A3321	R 154 G 51 B 33	C 0 M 40 Y 47 K 40
Black	#000000	R 0 G 0 B 0	C0 M 0 Y 0 K 100
Blue - Pantone P 114-5 C	#3A87AD	R 58 G 135 B 173	C 45 M 15 Y 0 K 32
Orange – Pantone 1665 C	#E9490B	R 233 G 73 B 11	C 0 M 34 Y 67 K 7
Purple - Pantone 7442 C	#8935B7	R 137 G 53 B 183	C 18 M 51 Y 0 K 28
Pink - Pantone 7424 C	#DA337A	R 218 G 51 B 122	C 0 M 65 Y 38 K 15
Red - Pantone 193 C	#C31F41	R 195 G 31 B 65	C 0 M 64 Y 51 K 24
Burnt Purple - Pantone 249 C	#802064	R 128 G 32 B 100	C 0 M 38 Y 11 K 50
Green – Pantone P 152-16 C	#2D8133	R 45 G 129 B 51	C 33 M 0 Y 31 K 49
Dark Blue – Pantone 7462 C	#00588D	R 0 G 88 B 141	C 55 M 21 Y 0 K 45

34. Typeface

34.1. The agreed typeface/font for all Council communication is Verdana. This typeface/font has been chosen as it is designed to be easily read at different sizes and distances making it Dyslexia friendly.

34.2. Ideally 12pt should be used, it is the preferred size to meet accessibility guidelines.

35. Style

35.1. Language

The Council recognises the importance of using accessible language when communicating with the community.

Communication will endeavour to:

Use Plain English:

- Keep sentences short and paragraphs to 3 or 4 sentences
- Use active not passive verbs and sentences
- Use everyday words, avoiding jargon
- Where acronyms are used, the full meaning should be used initially with the acronym in brackets

Reflect our Values:

- Equality Recognition - Everyone is of equal value and should be respected according to individual needs and abilities.
- Reasonableness - To be fair, reasonable and just in all council activities
- Accessibility - Providing equal access for all in employment and service delivery.
- Empowerment - Helping individuals take on responsibility so that they can influence and participate in the decision-making process.
- Quality - Obtaining the highest standards in service delivery

36. Strapline

36.1. "Working with you to make a difference". This is part of our brand and must always appear in Verdana.

Adopted:

Reviewed each new term of Penrith Town Council.

COMMUNITIES COMMITTEE

Date: 10 June 2024

Public Report

Matter: Application for Cornmarket Bandstand Street Trading License

Item no: 11

Author: Economic Development Officer

Supporting Member: Cllr Snell, Chair

Purpose of Report:

To consider the submission for a Street Trading Licence for the Cornmarket Bandstand.

Recommendation:

- i. An application for a Street Trading Licence for the Cornmarket Bandstand is submitted to Westmorland & Furness Council.

Law and Legal Implications

The Town Council resolved from 15 May 2023, until the next relevant Annual Meeting of the Council, that having met the conditions of eligibility as defined in the Localism Act 2011 and SI 965 The Parish Councils (General Power of Competence) (Prescribed Conditions) Order 2012, to adopt the General Power of Competence.

1. Report Details

- 1.1 Penrith Town Council aims to:
 - a. Support and contribute to the economic growth and prosperity of the town through encouraging inward investment, sustainable employment, tourism and provision of devolved services.
 - b. Encourage employment initiatives that deliver better paid employment, apprenticeships and encourage skills development.
- 1.2 It has been identified that there is a need to provide a space for young entrepreneurs to test the market for their new business products or services in Penrith.
- 1.3 Validating demand for its products is one of the most important things for a new business – and real product validation only happens when money changes hands. Selling in person also gives the added benefit of receiving direct, unfiltered feedback from customers by seeing their initial reactions and finding out if they're willing to spend money on what is being sold and how much.
- 1.4 Pop-up shops provide a means for young entrepreneurs to test the market for their new business products or services.
- 1.5 A pop-up shop is a short-term, temporary retail space where fledgling business can interact in person with customers and communicate their message. Opportunities for pop-up shops in Penrith are limited and although this is a

cost-effective solution for established businesses, this solution is still unobtainable to many young entrepreneurs.

- 1.6 It is proposed that Penrith Town Council obtain a Street Trading Consent from Westmorland and Furness Council for the Cornmarket Bandstand, offering young entrepreneurs the opportunity to set up a "Pop up Market Stall" presence in Penrith free of charge.
- 1.7 Whilst the Street Trading License would allow the Council to support young entrepreneurs, it will equally allow the Council to work with other sectors of the community.
- 1.8 A Trading licence was successfully applied for to the former Eden District Council in 2019, however with the onset of Covid, there was no uptake.

2. Options Analysis including Risk Assessment

a) Risk

The Council does not obtain a Street Trading Licence for the Cornmarket Bandstand.

b) Consequence

The identified need of young entrepreneurs in Penrith needing a space to test the market for their new business products or services is not enabled.

c) Controls Required

The Council submit a Street Trading Licence for the Cornmarket Bandstand.

3. Financial and Resource Implications

An application for a Street Trading Consent would cost £155.00 for a six-month period upon confirmation of consent granted. The costs of the license would be funded from the Council's Licenses budget.

4. Equalities Implications

There are none arising directly from this report.

5. Climate Change and Environmental Implications

There are none arising directly from this report.

Appendices

None

Background Papers

None

COMMUNITIES COMMITTEE

Date: 10 June 2024

Public Report

Matter: Stars of Business Awards 2024

Item no: 12

Author: Community Services Officer

Supporting Member: Cllr Snell, Chair

Purpose of Report:

To consider providing sponsorship for the "Penrithian of the Year" and/or the "Volunteer of the Year" awards as part of the Penrith Chamber of Trade and Commerce's Stars of Business Awards 2024.

Recommendations:

- i. That Penrith Town Council sponsor either (or both) of the "Penrithian of the Year" / "Volunteer of the Year" awards as part of the Stars of Business Awards 2024 and provide a Mayors Medal to the beneficiary.
- ii. That the Penrith Mayor and guest attend the ceremony on Friday 4 October 2024.

Law and Legal Implications

The Town Council resolved from 15 May 2023, until the next relevant Annual Meeting of the Council, that having met the conditions of eligibility as defined in the Localism Act 2011 and SI 965 The Parish Councils (General Power of Competence) (Prescribed Conditions) Order 2012, to adopt the General Power of Competence.

1. Report Details

- 1.1 The Penrith Chamber of Trade and Commerce are holding their annual Stars of Business Awards on Friday 4 October 2024.
- 1.2 The Awards ceremony aims to recognise, celebrate and reward the individual and company success of those in business in and around Penrith.
- 1.3 There are nine categories for this year's awards: Best Coffee, Favourite Food, Favourite Hairdresser / Stylist, Best Tradesperson, Favourite Independent Shop, Favourite Fitness & Wellbeing Business, Best Business, Volunteer of the Year, Penrithian of the Year.
- 1.4 The nomination process for the awards began on Monday 15 April- allowing the Penrith public to nominate various businesses and individuals for the awards.
- 1.5 Businesses and individuals are shortlisted from this process – with a public vote determining the overall winner of the different award categories.
- 1.6 It is suggested that Penrith Town Council sponsor either or both of the "Penrithian of the Year" / "Volunteer of the Year" awards. Sponsorship is set at £500 per award.
- 1.7 The Council has previously sponsored the "Unsung Hero" Award as part of the Penrith Chamber of Trade and Commerce's Stars of Business Awards 2023.
- 1.8 Sponsorship benefits to the Council include:
- i. The opportunity for a Penrith Town Council representative (the Chair / Mayor) to present the chosen award category and speak about the work of the Council (before the award is presented).
 - ii. An inclusion of Penrith Town Council's sponsorship of the awards on all media coverage and the Chamber's Facebook and Twitter accounts, on nomination and voting forms, and the awards page on the Chamber website.
 - iii. Two tickets to the Stars of Business Awards ceremony for a Penrith Town Council representative (the Chair / Mayor and a guest)
- 1.9 If the Council is favourable to this proposal, a decision is sought on which award the Council would like to sponsor (or both) as part of the Penrith Chamber of Trade and Commerce's Stars of Business Awards 2024.

2. Options Analysis including risk assessment

a) Risk

The Council does not sponsor an award as part of the Penrith Chamber of Trade and Commerce's Stars of Business Awards 2024.

b) Consequence

The Council suffers reputational damage.

c) Controls Required

The Council sponsor an award as part of the Penrith Chamber of Trade and Commerce's Stars of Business Awards 2024.

3. Financial and Resource Implications

Cost of sponsorship per award: £500

4. Equalities Implications

None.

5. Climate Change and Environmental Implications

None.

Appendices

None.

Background Documents:

None.