



# **Ground Up Community Economic Development Planning Event**

**Tuesday 1<sup>st</sup> March, Union Hotel, Penzance**

## **Presentations**

- **Coastal Communities Economic Plan for Penzance** - Susan Stuart
- **Penzance Neighbourhood Plan** - Keith Bell
- **Penzance BID Developments for the Town** – Susan Stuart for Jess Golding
- **REconomy and Potential for Penzance** - Lucy Davies, Transition Penwith
- **The Economic Potential of Creative Industries in Penzance** - Jack Morrison, FEAST Cornwall
- **Microbusiness and its Role in our Penzance Economy** - Tim Dwelly, The Workbox
- **Funding Opportunities through West Cornwall LAG** - Emma Kehyaian, Cornwall Development Company
- **The Evolution of Town Centres: Resilience and Re-invention** - Maria McEwen, Pop Up Penzance

## **Round Table Discussions – Notes**

### **Town Centre**

#### **Navigability of the town**

- Traffic too dominant, not easy to navigate – on foot or in a car
- Poor signage

**Suggested Action:** awareness-raising through events: car-free days, bike days, park n ride, car share (car share insurance issue raised)

### **Supporting the engagement of older residents in the town**

- How do we make it easier for them to access services, retail, spend their money in the town

**Suggestion for action:** community transport initiative

### **Markets**

Pz Country Market used to be in St John's Hall. Notice to quit Acorn end of May, no news yet about getting back into St Johns Hall, have been offered temporary base at Exchange Gallery. But they are very worried that St John Hall may prove too expensive and they may be priced out of existence, after 60 years of service to the town. They also feel that with 300 staff in St John's Hall, the Library etc., they could, given a chance, expand into an even more vibrant market. They need support in surviving this period of transition.

**Suggestion for action:** contact [beverleygulson@tiscali.co.uk](mailto:beverleygulson@tiscali.co.uk) if you can help.

- Question raised about why Penzance Farmers' Market is supported by the Town Council and the Country Market isn't.

**Suggestion for action:** that there should be a town-wide approach to all markets with a policy of supporting all markets.

### **Young People and Penzance**

- Loss of Impact Centre means young people have no space in the town and there is a need for a young people's centre.

**Suggestions for action:** lobbying group, pop-up, just getting started on something.

### **OTHER NOTES / POINTS / SUGGESTIONS**

- Suggestion to Cornwall Council that there should be better signage on the Newlyn to Mousehole cycle path and in particular a line to show pedestrians have one side, and cycles the other.
- Map of the town that shows only independent shops
- Unaware that there was so much joined up thinking.
- BID seems to be benefitting retail businesses more than others
- Plans described in morning seemed to depend on EU funding, what happens if referendum results in leaving EU
- Heard all this before
- Brain Drain of young people leaving area
- Low skills
- How do we engage with big chains still in Penzance?
- Some visitors complain that we have nothing here, ie no department store?

### **Creative Arts**

- Community cohesion: lots of venues? No centre?
- Night time – a missing culture?
- Marketing – what exists?
- Outdoor events vulnerable
- Distance between arts and change (establishment v arts)
- Who cashes in on our festivals?
- Food?
- Joined up marketing? Is Pz marketed as a cultural destination?
- Is there a chicken v egg, run down v repeat visitors?
- The Prom?
- St Ives v Penzance, what is Pz USP?
- Ownership? Your arts? Your Penzance?

**ACTION AGREED:** The Exchange Gallery offered to host some sort of Penzance Arts Forum to support, overview, develop a clear voice for the arts in Pz, look at the topics above.

### **Community Assets**

**Parks, car parks, toilets, Jubilee Pool, being devolved to the Town Council from Cornwall Council over the next 4 yrs.**

- Need to restore pride in local places
- Welcome centre run by volunteers, retired people
- Promenade – coastal sea defence, space for local makers and food, beach huts, cultural space, deck chairs, markets, local management, improving civic pride, like Princess May Recreation Trust
- Morrab Gardens – facilities for young people to be engaged, band stand, stable block, more volunteers with freedom to regenerate and generate income
- Pengarth – diversification of use?
- Market Jew Street is an asset – needs more pride, relationships with landlords, repaint shop fronts, keep clean and tidy, flowers etc. brought back.

### **Suggestion for action:**

Create jobs and apprenticeships through management of community assets.

### **Possible outcomes:**

- Assets as community centres
- Increase in civic pride
- Space for enterprise
- Volunteer development
- Skills development and employment.

Need a team of volunteers for town centre, parks and open spaces. Possibly older people who are retiring here but still with energy, but also bring in young people to work with them.

**Suggestions for action:**

Possibly create a 'Dids Army', self-created, maintained volunteer forum.

Businesses to create teams to maintain agreed areas around their businesses, taking it in turn so only have to do 1 month in 3 for instance. Check out NY 'Adopt a Water Hydrant'.

Guerilla shop front painting, or an agreed day when many shops clean and paint their shops so that it makes a real impact. Do it in blocks. Create pride of place so that others want to keep it good. Also volunteers to paint badly neglected shop fronts to keep it all looking good.

Use Rebuild SW CIC, run by ex forces for ex forces, to help build, maintain places, spaces etc. Run by Craig Little; have just helped Colcombe Centre get up and running.

**Skills and Enterprise Development**

- Young people entrepreneurial opportunities – Archie Browns, Helen Swift keen to help young people with experience etc., also to support business initiatives.
- Caroline Wade working with 11+ Service, Your Way, services for young people, Youth Voice.
- Pop Up Penzance plans to bring young entrepreneurial programme to Penzance. Youth markets, with business training workshops programme. Encourage confidence in ideas and a platform to take them further.
- Building volunteer skills and co-operative enterprises that nurture and collaborate. Community event organizing etc.
- Videos available on Transition Penwith site to explain local economy.
- Linking up older people with young people, to share experience and create relationships, as sources of information, inspiration.

**Suggestions for action:**

Pop Up Penzance will link up with Archie Browns and PCDT to explore potential links for their Youth Markets project. Also explore possible links with 11+ service, Your Way.