

## **Extract from Penzance Portas Bid (Jun 2012)**

**(Note:** The ideas below were captured from Penzance Town Team brainstorming sessions in March 2012. There is broad support for these ideas amongst the business community.)

### **Criterion 2: Strong Leadership.**

#### **4.1 Please detail your vision for your high street.....**

Our vision of Penzance Town Centre offers:

- Offers a broad spectrum of independent retailers meeting niche needs of local people and visitors.
- Penzance and its Town Centre as a visitor destination with all year around appeal.
- A well defined Town Centre with the appeal of a regular traditional market and regular live events.
- Offers a safe, lively and well supported evening economy with diverse live music events.
- Exploits the Town's historic links to the sea by encouraging marine leisure based businesses in the Harbour and public events on its unique Victorian Promenade and lido.
- Encourages visitors to explore Penzance and find its many hidden treasures (to stay longer).
- Fosters start-up businesses in retail, hospitality and entertainment with scheme to help young people and other new entrants become established.
- Support for the many home-based businesses and start-up, office- based, businesses with serviced business accommodation and shared facilities (like conference and meeting rooms) close to the Town Centre.

### **Criterion 4. Potential for Improvement**

#### **6.1 Please set out what you consider to be the key challenges facing your high street and why your high street has the potential to improve.**

The Team Town priorities are:

- High car parking charges and the business rate regime have the effect of encouraging out-of-town retail development. It will be necessary to collaborate with other Towns to achieve significant change in these areas.

- The lack of a clearly defined Town Centre resulting in visitors staying in the lower part of the Town; this marginalizes businesses in historic Chapel Street, Causewayhead and Alverton Street.
- Help the vibrant creative sector better market itself. In the area of entertainment there is an enormous lost opportunity given the tourism dominated economy.
- Rectify the non-existent marketing of Penzance as destination in its own right.
- Creating a Town Centre management organization.

Penzance has a shop vacancy rate of approximately 9%. This is better than the national average (14.5%) but poor compared to comparable towns like Falmouth (7.5%). The loss of the public administration jobs and structural decline in non-tourist retail activity risks making the Town Centre economy more volatile and vulnerable to fickle tourism spending.

Penzance is rich in natural advantages and human creativity. The leadership exists to turn around its lacklustre economic performance. As a highly self-contained town Penzance is a good 'laboratory' for testing Portas recommendations.

### **Proposed Expenditure:**

8.1 Please set out how you much you are bidding for, (maximum £100,000), and how you propose to use it. Please explain how the pilot will be innovative and deliver additional impact. Please also provide detail of other Government funding your partnership currently receives (maximum 300 words).

#### 1. Town Centre & Market Package

Market installed infrastructure (electricity, water, drains): £26,000.

Market stalls & canopies (for aesthetically pleasing result) £12,000.

Free Town Centre wi-fi spots: £6,000.

Town Centre Zone Signage: £30,000.

Town Centre & Market Package: Total £74,000.

Justification. Markets are a key proposal of the Portas Review and for Penzance they have the potential to reinforce the identity of the Town Centre whilst providing an entry point for new retailers and a diversification route for local food producers.

#### 2. Marketing Penzance

Professional services (PR/Marketing): £23,000

(To direct market research effort, identify market segments, identify priorities, establish a Penzance 'brand', develop and oversee a marketing strategy.

Website design and construction: £26,000

(Cost based upon recent Newquay project and includes refinement & optimization based upon user feedback).

Set up an Information Hub (linked to website): £8,000

(Initial professional guidance on approach. Uses website and online collaboration tools to collate and disseminate information for residents, visitors and business. Function to become financially self financing through advertising charges. Use of volunteers intended to keep running costs low.

Creation of Penzance Smartphone Application: £3,000

Development of Penzance Discovery Map £25,000

With match funding from:

- Cornwall Council - grant to trialling Discovery Map 'tool kit': £5000
- Pledge for Discovery Map fundraisers (Town Team): £10,000

Marketing Total: £85,000

Justification. Penzance has enormous potential to perform better. The imminent opening of the National Trust's innovative "Welcome to West Cornwall" Information Centre and the arrival of super high speed broadband are events that make Penzance a good pilot for understanding what effective marketing using modern (social media) channels can do to turnaround an underperforming Town Centre.

Cornwall Council/Town Team (Discovery Map)	£15,000
Portas Pilot Grant	£79,000
Town Council (from Sainsbury's F106) *	£65,000
	£159,000

\* See Penzance Town Council's letter of support for current status of Sainsbury's Section 106 funding and requirement for approval.