

Annex 1: Application Form for TCRF - Town Vitality Funding

Section 1: Applicant Details

1.1 Applicant Organisation (Accountable Body)	Penryn Town Council
1.2 Applicant (Work) Address	The Library, St Thomas Street, Penryn, TR10 8JN
1.3 Main Contact;	
• Name	Helen Perry
• Position in the Organisation	Town Clerk
• Work Email Address	Helen.perry@penryntowncouncil.co.uk
• Work Telephone Number	01326 373086
• Work Mobile (Optional)	
1.4 Is the Applicant VAT Registered?	Yes
1.5 VAT Registration Number	132-8726-67

Section 2: Town and Partnership Details

2.1 Town	Penryn
2.2 Partnership Details <i>250 words (max)</i>	<p>Penryn Town Council is formed of 16 representatives elected by the people of Penryn, who work on their behalf as responsible decision makers, delivering local services, working with partners, businesses and its community to tackle relevant issues, through a fair process, for action across the town of Penryn.</p> <p>One of the many roles of the Council is to manage properties and sites that are devolved from Cornwall Council and consequently these properties are maintained by a safe pair of hands.</p> <p>The Council has established a Place Shaping Board that is set up in partnership of board members and Cornwall Council and will support locally led long term development and locally delivered services.</p> <p>Comprising of members as per the Terms of Reference (copy attached) along with local business owners, Cornwall Chamber of Commerce, youth and sports groups and community groups within the town. These members all have a</p>

	<p>common bond and a key role in motivating development and creating the best possible places for Penryn.</p> <p>Since meeting in December 2020, the Board has worked effectively as a team and has debated, considered and agreed a set of principles and priority areas in the town.</p> <p>The group will also progress on area-based place-shaping schemes and strategies with key stakeholders and partners and agree a vision and a programme for their delivery and future funding mechanisms.</p> <p>With the development of this local knowledge comes the information that has helped tailor an overall project proposal and delivery in the right way.</p>
<p>2.3 Stakeholder Commitment <i>250 words (max)</i></p>	<p>The Town Council is a core part of the membership in the Place Shaping Board and this demonstrates a commitment on behalf of the council to support residents and businesses to understand the challenges that face the town of Penryn and identify local priorities and ambitions.</p> <p>Integrated on the group are Officers of Cornwall Council and the towns Community Link Officer who have advised and assisted in bringing stakeholders together. An established relationship has already been formed with the support from CC in the towns two successful bids for funding for the RHSSF. This trusted collaboration will prove important in the successful delivery of the town councils cohesive future place shaping agenda and investigating potential projects.</p> <p>In meetings of the group a united aim has surfaced for the overall improvement and revitalisation of the town. The group is creating trust and demonstrating transparency to achieve the best results and by collectively making solid commitments that are measurable and achievable.</p> <p>The group can also appreciate the town council's excellent track record in driving forward key projects for the town and the work and commitment that has been undertaken with producing its Neighbourhood Development Plan. The pursuance of this plan, from inception to completion, has had the support of the community, establishing its aspirations and a vision for future developments in the town, setting out objectives and policies to 2030.</p>
<p>2.4 Delivery Partners <i>250 words (max)</i></p>	<p>The main partners of the proposal will be:</p> <ul style="list-style-type: none"> • Place Shaping Board • Penryn Town Council • Cornwall Chamber of Commerce, Mr Kim Conchie, it's CEO sits on the Place Shaping Board – for advice on connecting and supporting with local businesses. • Business forums within the town for networking and creating connections.

	<ul style="list-style-type: none"> • Cornwall Council Transport Department – to approve best practice and guidance on current standards in regard to local walking and cycling infrastructure plans. • University – initial discussions have taken place for the potential support with our place shaping activities. The most promising of which will be from the students Green Consultants group along with possible help and advice on methodology around discussion groups and surveys from members of staff, if needed. • Consultant – which will be commissioned from this funding process.
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Section 3: Project/Proposal Details

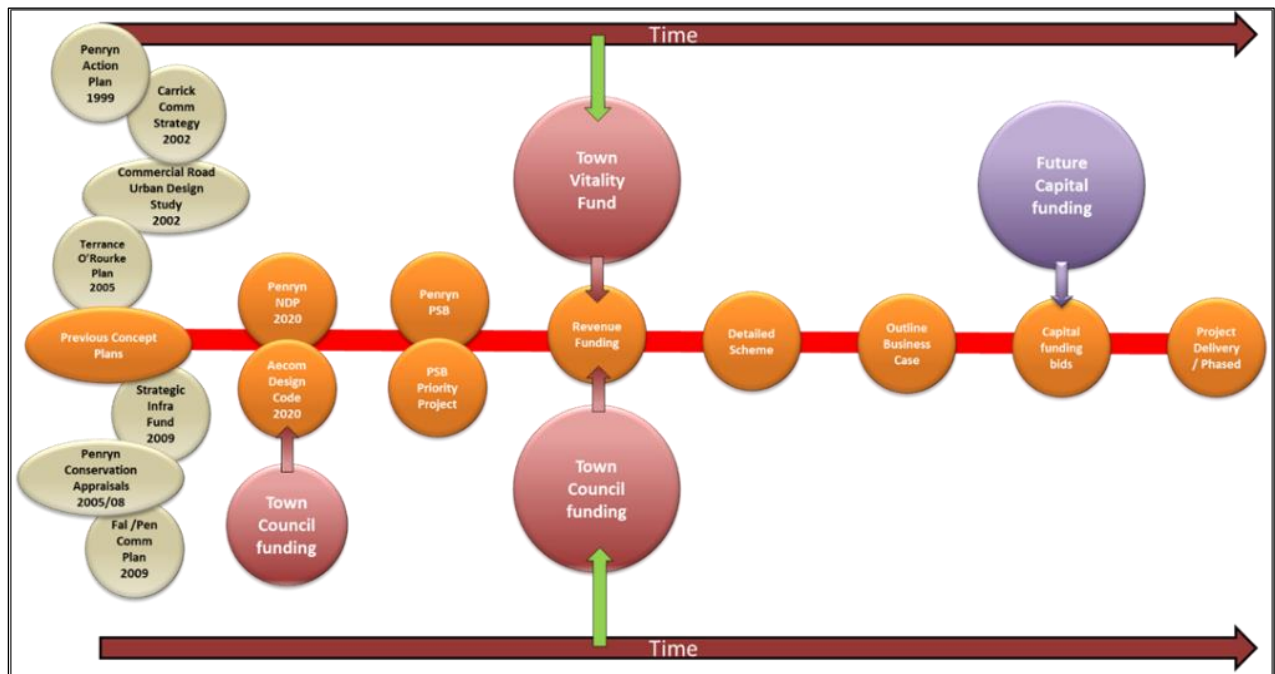
3.1 Proposal Name	Rejuvenation of Commercial Road, Penryn: Shaping Our Town and its Journey for the Future.
3.2 Proposal Description <i>500 words (max)</i>	<p>The core of this project is to advance beyond previous strategies and policies and create a clear vision for the town, focusing towards delivery. Whilst only concept plans these previous studies saw a common denominator of enhancing/regenerating Commercial Road, the town centre and the waterfront. This will transform these spaces making them more inviting and pleasant for pedestrians and cyclists to use and experience.</p> <p>Necessary actions are already set out in these strategies – we now need to bring these together and develop a realistic and deliverable overarching proposal that will drive our own strategy forward over the next five to ten years.</p> <p>In readiness to meet these challenges we need to:</p> <ul style="list-style-type: none"> • <u>Procure sensitive design</u>. There is a lack of identity and focus in this area, we want to develop and help create a distinct character area, responding to the urban landscape and townscape character. This will require detailed designs that respond to the scale, colour, heritage, quality and appearance of the town, ensuring visual richness and reducing concreteness. Good design ensures attractive, usable, durable and adaptable places, it is key to achieving sustainable places and maximises the return on any future investment. • <u>Density of proposed development</u>. The current ‘out of town’, car dominated and dispersed character of development in Penryn, needs to be addressed through the use of higher density, mixed-use developments that can be accessed easily. A transport/movement analysis is proposed to examine key components to determine the requirements for more comfortable, convenient, economical and environment-friendly movement of residents and visitors. This will be highly essential in promoting community interaction whilst also shaping our town for sustainable development and ensuring safe accessibility for all.

- Formulate a Plan for a Sense of arrival. Commercial Road and ultimately Penryn needs to function as not just a through route to Falmouth but have its own 'gateway' into the town. This will require detailed options for development and strategic design, including the longer-term aspiration for provision to regenerate and redevelop landmark buildings i.e. Penryn Job Centre, improving public realm, and including green infrastructure. This will give this spinal route a more pleasant environment along its corridor and improve the experience for cyclists and pedestrians to not only navigate the road more easily but take advantage of the proposed connections to the town centre.
- Detailed Scheme & Initial Costs. The development of a detailed scheme for the public and transport realm at Commercial Road, based upon a review of previous concept plans and visions for the area, current data in relation to movement of people and vehicles and consultation with the community.

Importantly, the revenue funding being sought through this application will enable a detailed scheme for Commercial Road and the scheme to be costed. This approach would enable the Town Council and its Place Shaping Board to move forwards towards the creation of an outline business case to support future applications for capital funding to help deliver any scheme on the ground. This step has been missing in previous years and why previous concept schemes have not been brought forward or delivered in part or in full.



Illustration progressing along the key steps to move forward from where we are currently towards delivering a project of one form or other on the ground.



Section 4: Programme & Milestones

4.1 Proposed Start Date(s)	June 2021
4.2 Proposed Completion Date(s)	June 2022
4.3 Overall Duration of Project(s)/Proposal(s)	One year
4.4 Phasing	<p>June 2021 – tender process for Consultant/s</p> <p>August 2021 – tender decision</p> <p>September 2021 – let tender and inception briefing</p> <p>April 2022 - Draft Plan received from Consultant/s</p> <p>May 2022 - Final Version</p> <p>Regular meetings and reviews with Place Shaping Board</p>

4.5 Milestones and Dependencies
250 words (max)

As a strong client we see ourselves (Place Shaping Group and the Town Council) working in partnership as key stakeholder with any consultants appointed. It is intended to require, both, an initial conception meeting alongside regular client / working group briefings / workshops during these key steps of the project. These will be incorporated within the project brief as part of the commissioning of this project. This approach will allow the us to feed into the consultant's work, and to provide clarity and or guidance as it might be required by the consultants. It also allows, as client, to monitor progress and to pick up on any issues or delays that might arise throughout the project. The graphic below illustrates the key milestones.



Section 5: Need and Opportunity

5.1 How will the proposal address place-shaping and town regeneration needs?
250 words (max)

With the sharp decline in high street retail sector the needs of Penryn has to be considered for its future vitality and opportunities for investment to ensure future vibrancy. We need to support our town through the post Covid 19 challenges and to understand how we can evolve to provide the necessary mix of current and future needs for residents and visitors. The main high street has declined over recent years so this is an opportunity to link our high street with Commercial Road. This important retail area complements the town centre facilities. It is one of the main arrival points into Penryn but the area is dominated by cars and heavy vehicles giving a sense of a no-go area instead of a destination.

The current environment does not encourage or enable people to easily move about within the Commercial Road area. This arterial road discourages movement on foot and encourages longer journeys by car. Our proposal gives an opportunity to get to and move through the town

	<p>and promote accessibility for pedestrians and cyclists by making places that connect with each other and are easy to move through, putting people before traffic.</p> <p>This connectivity will enhance links with the historic core of the town centre by reinstating the opeways, ease of movement between the two areas to form one key area. We need to improve the infrastructure to support our local population, businesses and those who visit or work in the area which is fundamental to our town's economic survival.</p>
<p>5.2 What opportunities will the proposal capture? <i>250 words (max)</i></p>	<p>With a range of mixed uses along Commercial road, this project provides the opportunity to make a step change for movement and connection, attracting greater footfall in the town. The focus shifting to people rather than vehicles. This creates a more welcoming environment; healthier and safer places for pedestrians and cyclists to use, rather than a car dominated arterial route.</p> <p>This change highlights the opportunity for making further improvements to the road's infrastructure, i.e more green space, planting of trees in sustainable drainage systems to improve biodiversity, improved connections for cycle and pedestrian paths, which would link in with a better appreciation, attractiveness and access to the waterfront. Good access to green space and opportunities to walk and cycle to facilities can help improve mental and physical health.</p> <p>Walkability opportunities can also be factored in to gauge the presence or absence of quality footpaths, pavements and safety, to residents places of work, home and the nearby nursery.</p> <p>Tree planting can help reduce flooding and improve air quality. It improves the quality of the environment where we live and work, and, as a consequence, improve our general health and wellbeing, whilst also contributing towards mitigating climate change.</p> <p>This regeneration will contribute to creating a strong and integrated urban appearance with a real sense of place, whilst increasing footfall and ease of access and proximity to the town's key locations.</p> <p>This key infrastructure will have a 'knock-on' effect in providing the foundations required to support our local place shaping ambitions but also support sustainable economic growth going forward.</p>

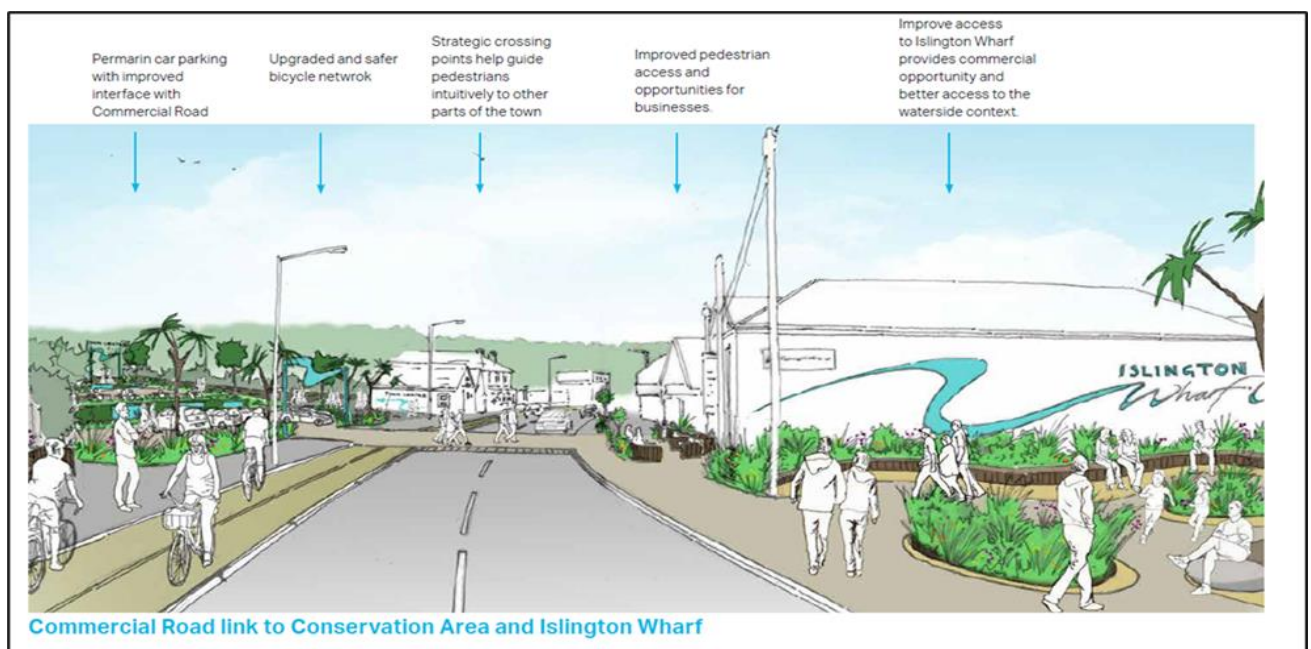
Section 6: Strategic Fit

<p>6.1 How will the proposal link to local</p>	<p>The key objectives, aims and vision of our NHP and in consultation with its residents has set out to support the regeneration of Commercial Road and the town centre. It supports the development to improve its public realm, make the area safer and more attractive for pedestrians and cyclists,</p>
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<p>long-term place shaping proposals? <i>250 words (max)</i></p>	<p>improve public access to views of the waterfront, provide a range of commercial, non-residential uses on ground floors that add to the vitality of the area and improve the streetscape.</p> <p>The Neighbourhood Plans aims are to deliver the vision for Penryn and its residents who want to see more people using and visiting the town centre and Commercial Road. This proposal is acting on behalf of the residents of the town who wish to enforce that we can make our community stronger and more resilient for future growth and understanding the improvements that we need in Penryn to support growth now and in the future vitality.</p> <p>Traffic management combined with new and improved pedestrian/cycle routes and crossings would allow a better environment and enable more people to walk and cycle locally and more safely which results in more people moving around Commercial Road and the town centre. By making connections to the town centre more visible, signposted and easy to use will increase footfall within the town. Connections from wider afield cycle routes into Commercial Road will also draw people in from outlying areas. This increase in footfall would support economic spend and growth for local businesses, employment and some tourism benefits.</p>
<p>6.2 How will the proposal contribute to wider area plans and strategies? <i>250 words (max)</i></p>	<p>Our Neighbourhood Plan is the starting block for wider area strategies, from local up to national. It aligns to the Cornwall Local Plan and also the National Planning Policy Framework (NPPF). This modal shift gives rise to a better environment, reduced reliance on the car, better connections and demonstrates opportunities for creating space and reinforcing local aspirations.</p> <p>The Future Cornwall strategy aligns to our proposal as it's a framework for sustainable development in making improvements for the people in our local community and our local environment. It is also linked to the Local Development Framework and the Local Transport Plan and The LEPs Vision 2030 for people to enjoy an outstanding quality of life.</p> <p>The Climate Emergency DPD aims for Cornwall to become carbon neutral by 2030. Our proposal is aimed at combining and protecting our environment and making the development more sustainable, which will be assisted by businesses, residents and visitors to the town.</p> <p>The LGA's One Public Estate began in 2013 by working with councils on projects transforming local communities and public services.</p> <p>Falmouth & Penryn Transport Strategy, which sits within the context of Cornwall Council's overarching transport strategy – Connecting Cornwall.</p> <p>As part of the development of our Neighbourhood Plan the Council commissioned AECOM to produce a Penryn Design Code. This approach was supported by the NPPF so that new developments and proposals can be designed and planned to the existing character and context of Penryn. One of these objectives was Commercial Road.</p>

The future success of Commercial Road and the town centre will be defined by improved public realm and functionality, helping to establish a better gateway, more intuitive links with the main conservation core and to encourage more cohesive usage of both areas by residents and visitors. The success of this regeneration strategy is intrinsic to the future vibrancy and direction of Penryn.

The photo below highlights the importance of the public realm surrounding the highway and also the identification of a key site, the Job Centre on the left, which can help to open up and improve connectivity.



Section 7: Costs & Funding	
<p>7.1 What will the Town Vitality grant be spent on? 250 words (max)</p>	<p>£15k - transport analysis/assessment:</p> <p>This element of work is to consider current vehicular/ pedestrian/cycle movement, volumes and routes at key locations and engage with local businesses and residents to understand preferences on movement routes and modes etc. The output from this work will inform preparation of a detailed and costed plan.</p> <p>£35k - prepare a detailed scheme which would support the preparation of an outline business case (Treasury Green Book Approach) to support a future application for capital funding:</p> <p>This component of work is broken down into the following key parts:</p> <ul style="list-style-type: none"> • Review previous work and consider relevance and deliverability - too ambitious/ problematic/just right/or not ambitious enough. • Balance those outputs with the analysis from the transport work to understand what a scheme might look like now, based on evidence. • Develop options for a detailed scheme. • Determine a preferred option. • Develop the preferred option to a final scheme and provide outline costing for the scheme (the level of costing analysis is only to a level of detail which supports the preparation of an outline business case. <p>The additional funding direct from the Town Council is to support the Place Shaping Board to carry out components of the transport survey and consultation with local businesses and residents. This would be guided by the appointed consultants with direct legwork carried out by the group and also the University. The proportion of the vitality fund would be used to have expert assessment of the data collection which then would inform the development of the options and final design scheme.</p>
7.2 Amount of Town Vitality grant sought	£50,000
7.3 Direct funding coming from other sources	£3,950
7.4 Secured/not secured?	Secured
7.5 Total project(s) costs	£53,950

Section 8: Outputs & Outcomes

8.1 What will the proposal achieve?
250 words (max)

There is a changing dynamic within our town centre. It is important to see a vision to move forwards and to understand how we can evolve to provide the necessary mix of businesses, services and accommodation to meet the communities current and future needs. Also, an increasing focus on climate change needs to be addressed.

The overall objective is to achieve the best possible outcomes and to maintain the inherent character of our town but also to add vitality and resilience in making our spaces more desirable. In doing so there will be a need to continually review the impacts of changes so that our town centre does not become imbalanced by one particular use, particularly a disproportional amount of apartment led residential use within the town centre. This proposal will consider the changing uses within our town to inform how we proactively manage its potential and future change of uses.

The positive impact of our investment proposal and plan will establish a clear set of desirable outcomes for places that both deliver on the need for high street revitalisation and productivity, increases for businesses as well as good growth outcomes linked to increased skills levels, better paid employment and improved health outcomes for all.

The Covid-19 pandemic will have substantial economic and social impacts for the town. The regeneration of our town will give an opportunity to support delivery of our local priorities and ambitions to create a sustainable and vibrant community and be able to support economic growth.

8.2 What impact will the proposal have on the Town/area and/or on project(s) participants
250 words (max)

Shifting people's approach from using transport will help in managing congestion, road safety and better access to services. Our proposal will have a positive effect in promoting walking and cycling instead of using cars which gives better health and mental wellbeing.

Our aim is for improving prosperity in the town so that businesses can adapt to the challenges that all high streets are experiencing, even before the pandemic. High street revitalisation and productivity increases business opportunities and helps them to thrive.

The high street in Penryn plays an important role in influencing the health of local communities. When designed and resourced well, we can help activate communities to build better social, environmental and economic impact – the building blocks to better health outcomes. An inclusive, safe, clean, walkable and cycle-friendly environment will encourage the community to become more active which will influence mental health and wellbeing by increasing levels of social contact and integration.

	<p>Our proposal for Introducing green infrastructure through street trees and traffic calming, reduces pollution and will help to ensure cleaner air and lower perceived noise. This will prove safer in terms of levels of crime and a more inclusive design will provide a positive impact on health.</p> <p>The town council and its Climate Emergency Group are keen to adapt to the effects of future climate change and the need to change the design of urban areas and this proposal will play an important role in enabling adaptation to climate change.</p>
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Section 9: Sustainability, Equality and Diversity

<p>9.1 How will the proposal contribute towards the principles of good sustainable (economic, social, environmental) development?</p>	<p>The Cornwall & Isles of Scilly Local Industrial Strategy has a vision that by 2030 the Cornwall and Isles of Scilly creative and carbon-neutral economy will be realising opportunities for its people, communities and businesses to thrive, benefiting the environment and providing an outstanding quality of life for all. Our proposal will definitely contribute to this concept and play its part in enabling a sustainable community and living to support the economy, enable self-sufficiency and build resilient communities. It will promote good health and wellbeing for everyone and make the most of our environment.</p> <p>Emerging from the current public health crisis it is now more vital than ever to rebuild our community and focus on inclusivity, equity and diversity to ensure that that no-one gets left behind.</p> <p>Following the Coronavirus pandemic it is fundamental to rebuild our community. Each ethnic, religious and socio-economic group have their own set of unique needs, as do disabled individuals and those with accessibility requirements. It is key that our proposal is designed to allow everyone to access our town, and what it has to offer, with ease.</p>
<p>9.2 How will the Applicant ensure that good practice in terms of equality and diversity principles is taken into account and promoted in the project(s)/proposal(s)? <i>100 words (max)</i></p>	<p>The Council is committed to encouraging equality, diversity and inclusion and eliminating unlawful discrimination.</p> <p>Our policy truly represents all sections of society and people need to feel respected. We are committed against unlawful discrimination of customers, suppliers the public or any others in work activities. We will ensure that there are no barriers, especially for disabled access and mobility in our proposal.</p> <p>We adhere to the Equality Acts 2010 protected characteristics of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race (including colour, nationality, and ethnic or national origin), religion or belief, sex and sexual orientation.</p>

Section 10: Risks

10.1 Are there any key risks associated with the design/planning and/or delivery of the proposal, in whole or in part?
250 words (max)

Under the Governments new proposal, PDRs, on properties of any size on the high street could be converted to residential without planning permission. This could have a damaging effect on loss of businesses in our high streets. The Council has responded negatively to this current consultation.

The NDP sets out a vision for how the town should develop over the next 10 to 20 years. If we are unsuccessful then the paving of future place shaping goals and the unfulfillment of our NHP would be very damaging. This proposal is a small step into reducing this risk and identifying the need for future vitality.

ERDF funding issues – Cornwall is a top priority for ERDF funding. There is a risk to long term place shaping aspirations if this funding was to be reduced.

Land/property ownership – This could impact on our proposal if there were many proposed changes to properties within the town impacting on shops and businesses. The town council is committed to working with landowners and developers for the best possible solutions for the town.

Other pedestrian/cycle projects – there could be other proposals that could be in the throes of being introduced in our proposal area. We are working with CC to ascertain any future design projects.

As a strategic transport route this could inhibit scope of our proposal. We will work closely with the Transport department of CC to mitigate any such problems.

Ultimately, this project in combination with our NDP helps to have a robust plan in place for the town centre / Commercial Road area. The plan helps to defend against risks, by promoting quality spaces reduced reliance on cars and promoting better health and wellbeing.

Declaration and Signature

I declare that I have the authority to represent Penryn Town Council in making this Application for Town Vitality funding.

I understand that acceptance of this Town Vitality funding Application does not in any way signify that the project is eligible for Town Vitality funding support or that Town Vitality funding has been approved towards it.

On behalf of Penryn Town Council, I confirm that:

- Penryn Town Council has the legal authority to carry out the project; and

- the information provided in this Application is accurate.

I confirm that:

- I shall inform the Council if, prior to any Town Vitality funding being legally committed, I become aware of any further information which might reasonably be considered as material in deciding whether to fund the application.
- I am aware that if the information given in this Application turns out to be false or misleading, the Council may demand the repayment of funding and/or terminate any agreement to provide funding in relation to this Application.
- I confirm I am aware that checks can be made to the relevant authorities to verify this declaration and that any person who knowingly or recklessly makes any false statement for obtaining grant or for assisting any person to obtain grant funding is liable to be prosecuted.

For and on behalf of the Applicant Organisation

Name:



Position: Town Clerk

Date: 29 March 2021

Annex 5: For Cornwall Council Internal Use Only

Appraising Officer	
Date of Appraisal	

Application Checked for Completeness? (Core requirements met and all responses to Section 2 questions provided)	Yes/No/Further Action
Eligibility Checks Completed?	Pass/fail

Section	Appraiser's Comments
Project/Proposal Details; (Reference 3.2)	
Need and Opportunity; (Reference 5.1 and 5.2)	
Strategic Fit; (Reference 6.1 and 6.2)	
Value For Money (Reference 7.1, 8.1 and 8.2)	
Total Overall Assessment	