

# Local Economy

## Vision Statement: Encourage and promote a flourishing local economy

The public comments analysed in this document were received at the following consultation events:

**Penryn Neighbourhood Plan Launch, 25<sup>th</sup> March 2017**  
**May Day celebrations, Doorstep Green, 30<sup>th</sup> April 2017**  
**Gig at Glasney, College Field, 4<sup>th</sup> June 2017**

The full transcript of public responses can be downloaded from:

[www.planforpenryn.co.uk](http://www.planforpenryn.co.uk)

Please note that the 'Issues', 'Key Themes' and 'Next Steps' outlined here are interpretations from the public comments, are not exhaustive and are subject to change.

## Local Economy

### Question: How could Penryn's local economy be promoted and encouraged?

#### Example public responses:

*"Reduced rent and business rates for local businesses."*

*"Maybe set up a Penryn Pound scheme to encourage people to shop locally."*

*"Local markets – close the road monthly"*

*"More variety of shops"*

*"Support local businesses with marketing opportunities."*

#### Issues arising from public responses:

- High rents and rates for small and new businesses
- Leases too long for new businesses
- Empty shops in the Town Centre
- Poor Broadband connection
- People not shopping locally
- Lack of footfall in the Town Centre
- Town Centre is a 'drive through'
- Town Centre is not currently enough of a destination
- Lack of offer in the Town Centre
- Services have gone (bank) and/or been reduced (library)
- Lack of information about local events
- Missing out on potential visitors through poor PR/Marketing
- Inadequate parking for shoppers & visitors

#### Key Themes arising from public responses:

- Supporting local & new businesses
- Reducing vacant premises in the Town Centre
- Prioritising pedestrians over vehicles
- Making Penryn a destination
- Increasing the range of shops, venues and community activities
- Retaining key services in the Town Centre
- Supporting and harnessing the arts & creativity for the benefit of the Town
- Supporting community
- Providing information for locals & visitors
- Collaborating and skills sharing

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### Next steps:

#### Potential Policy Areas:

- Review business rents and rates
- Tackling empty properties
- Pedestrianising the High Street
- Designate areas for street activity (licensing)
- Creating a good mix of uses in the Town Centre
- Park & Ride scheme
- Parking designation

#### Potential Evidence Base

- Compile list of empty commercial properties
- Compile list of commercial landlords
- Measure footfall in Town Centre
- Shopping survey
- Traffic census
- Survey of visitors to Town Centre
- Review provision of key services in Penryn
- Review current offer in Penryn Town Centre
- Town signage survey
- Review of car parking strategy in Penryn Town Centre

#### Potential Projects:

- 'Meanwhile Uses' for empty shop fronts
- Assistance fund to local businesses
- Investigate 'Penryn Pound' or reward scheme
- Town wide marketing initiatives
- A regular outdoor market
- Create a new town notice board
- Visitor/heritage signage
- Tourist information
- Tourism plan
- Trial parking initiatives