








ARTS & CULTURE COMMITTEE – 2 FEBRUARY 2026

REPORT FOR DECISION

PENLEE HOUSE GALLERY & MUSEUM ACCESS STATEMENT

Our Culture	Our Decision Making	Our Environment	Our Money	Our People	Our Places	Our Resilience & Wellbeing
						
✓				✓	✓	

Recommendation:

The updated Access Statement for Penlee House Gallery & Museum, as set out at Appendix 1 to this report, be approved.

Background:

Penlee House Gallery & Museum achieved Arts Council England Accreditation in 2022. Museum Accreditation is a nationally recognised standard, administered by Arts Council England. It exists to make sure museums manage their collections properly, engage with visitors and are governed appropriately. Though the Gallery is not due to submit its next Accreditation return until 2027, it is best practice to review all policies on a three-year cycle.

One area of requirement is an Access Statement. The Access Statement states what the Gallery will endeavour to do to be as accessible as possible to all users of Penlee House. This is an overarching guiding statement, rather than a full policy, but is indicative of the efforts undertaken by Penlee House Gallery & Museum.

Policies require reviewing every three years to ensure that they are still relevant and adhering to current museum standards.

Verity Anthony
 Penlee House Gallery & Museum Director (maternity cover) / Visitor Experience & Retail Manager



PENLEE HOUSE GALLERY & MUSEUM ACCESS STATEMENT

- (i) **Vision:** To be at the centre of Penzance's cultural regeneration.
- (ii) **Mission:** To inspire all who visit us, and transform lives in our local community, through the art and heritage of Penzance and west Cornwall.
- (iii) **Values:** We are a diverse and inclusive space for all.
We are a place of fun and enjoyment.
We strive for high quality and act with integrity.
We are trusted, dependable and professional.

Penlee House Gallery & Museum believes that everyone should be able to access and enjoy Penlee House and its collections.

We recognise that barriers to access exist, and we will listen to our audiences and potential audiences so that we can work towards breaking down these barriers to enable everyone to find a way to enjoy the collections and venue.

1. Penlee House Gallery & Museum will comply with all Equal Opportunities legislation, not only in law, but in practice and approach.
2. We will strive to be an example of best practice and we will actively seek feedback and take reasonable steps to act on any recommendations to improve access.
3. We will continue annually to make access improvements and record and monitor these improvements.
4. We will strive to seek funding, sponsorship and grant aid for continued improvements.
5. We will actively implement a programme of access-needs awareness training for staff and volunteers.
6. We will treat access issues as central to our function and not in isolation. Access should be an integral part of Penlee House Gallery & Museum's core policies e.g. Forward Plan and Collections Development Policy.
7. We will list all accessibility features and our facilities on our website www.penleehouse.org.uk. Accessibility information will also be included in our

annual leaflet. We will feature our site on the Euan's Guide website:
www.euansguide.com and encourage feedback from users.

8. We will ensure that access includes both intellectual and physical access and that our policies are socially inclusive.

9. We will ensure that any future development plans include accessibility requirements, both physical and intellectual as core to any proposals








This policy was reviewed and approved on [.....] by the Penlee House Committee

Signed _____

Cllr Penny Young, Chair of Penlee House Committee, [.....].

It is next due for review in January 2029.

ARTS & CULTURE COMMITTEE – 2 FEBRUARY 2026**REPORT FOR DECISION****EXPRESSION OF INTEREST FOR 2028 UK TOWN OF CULTURE**

Our Culture	Our Decision Making	Our Environment	Our Money	Our People	Our Places	Our Resilience & Wellbeing
						
✓				✓	✓	

Recommendation:

1. The development and submission of an expression of interest for the 2028 UK Town of Culture Competition be approved.
2. Authority be delegated to the Town Clerk, following consultation with Members of the Arts and Culture Committee and a broad range of stakeholders, to develop and submit said expression of interest.

Background:

On 14 January 2026 the Department for Culture Media and Sport (DCMS) published guidance for bidders for the first UK Town of Culture 2028 competition, *'building on the success of previous UK City of Culture, recognising that great culture is rooted in communities across the country'*.

UK Town of Culture is a brand new DCMS competition. For the first time, DCMS is inviting towns across the UK to enter the competition to showcase original storytelling, and empowering, accessible culture. The competition is targeted at all towns, whether small, medium or large.

'Inspired by the success of the flagship UK City of Culture, which is a proven model for cultural placemaking, this competition aims to spotlight the cultural contribution of towns to our national story. In order to ensure we are able to showcase towns of different sizes, we will be introducing small, medium and large-size category winners and from these three designations, an overall UK Town of Culture winner will be selected.'

The winning town will be awarded £3 million to deliver a cultural programme in 2028 of around six months. Additionally, the two finalists from their category will receive £250,000 each to deliver elements of their bid.

The UK Town of Culture competition aims to celebrate the significant contributions of towns to our national story. The competition focuses on building a more socially cohesive country where communities feel proud of their place and empowered to celebrate it. The UK Town of Culture is an opportunity for places and communities to

use culture and creativity to tell their story and why they are proud of their community.

Developing an expression of interest will contribute to the ambition of developing the Penzance Cultural Strategy, strengthen wider collaboration and help develop and promote the rich and diverse cultural community and offer across the Parish.

Culture means different things to different places and communities and DCMS is looking for local stories and the unique character of places to shine through in bids. Programmes are expected to be able to appeal to a wide range of audiences and to increase participation in cultural activities, especially amongst young people, as well as contributing to community cohesion and wellbeing.

Applicants are encouraged to include activities encompassing a broad definition of culture and its creative industries and how it relates to the town's history, story and community. This includes but is not limited to: visual arts; literature; music; theatre; dance; combined arts; architecture; crafts; design; heritage and the historic and natural environment; museums and galleries; libraries and archives; film; broadcasting and media; video games; animation; visual and special effects; photography; and publishing.

The UK Town of Culture 2028 criteria sets out the strategic objectives of the programme and should be used by bidding places to inform their bids. They will be used by the Expert Advisory Panel to assess bids at all stages of the competition – as detailed in Appendix 1 to this report.

To be successful, EOIs must demonstrate how they meet the criteria and show potential to make a significant contribution to the aims of the UK Town of Culture programme. Bidding places must also demonstrate the capability to successfully manage, fund, and deliver a programme that clearly meets the established criteria. Bidders will be required to show their confidence in, and readiness for, programme delivery both in the EOI application and, in greater detail, during the full application stage.

The competition stages are detailed in Appendix 2 to this report and the Expression of Interest Form is set out at Appendix 3 to this report with the deadline for submission being 31 March 2026.

Since the announcement, a wide number of key stakeholders and partner organisations from across the cultural sector have expressed both a desire for Penzance to showcase its unique and widely recognised Cultural offer through the Town of Culture competition but also to contribute to development work, to reflect the diverse cultural offer within the community.

Penzance Council recognises, reflects and support its unique and nationally significant cultural community. Support is therefore sought for the development and submission of an Expression of interest for the 2028 UK Town of Culture Competition and for authority to be delegated to the Town Clerk, following consultation with Members of the Arts and Culture Committee and a broad range of stakeholders, to develop and submit said expression of interest.

Appendix 1 - UK Town of Culture 2028 Aims and Criteria
Appendix 2 - UK Town of Culture 2028 Competition Stages
Appendix 3 - UK Town of Culture 2028 Expression of Interest Form
Appendix 4 - UK Town of Culture 2028 Toolkit

James Hardy
Town Clerk

Table 1: UK Town of Culture 2028 competition aims and criteria

Aims	Criteria
<p>1. Your story: tell us about the unique story and culture of your town.</p>	<p>1. Vision: A strong, compelling local story that uses culture to bring people together, reflecting place, pride, and contribution to the national story.</p> <p>2. Local Need: How your programme builds on local strengths while addressing specific local priorities.</p> <p>3. Empower: Commitment to involving communities, grassroots artists, creatives, and local leaders in shaping the bid, programme, and legacy, devolving decision-making where possible.</p>
<p>2. Culture for Everyone: how you will design a cultural programme that provides visible, accessible culture and boosts your town's profile.</p>	<p>5. Quality and Innovation: A high-quality, bold programme drawing on arts, heritage, and creative industries, demonstrating excellence, creativity, innovation, and use of technology to widen access.</p> <p>6. Opportunity: Expanding opportunities for those who currently do not access cultural infrastructure, especially young people, while creating new opportunities for existing participants.</p> <p>7. Accessibility: Ensuring the programme is accessible to all ages and underserved communities, providing a safe, supportive, non-discriminatory environment.</p> <p>8. Communication: A well-resourced communications plan that reaches multiple audiences and shines a spotlight on the town's contribution to national life.</p>
<p>3. Making it happen: how you will deliver a successful programme.</p>	<p>9. Partnerships: Strong, collaborative leadership with clear commitment from local authorities, community organisations, and cultural/heritage partners, including pursuit of new opportunities and lasting connections.</p> <p>10. Programme Management: Evidence of capacity, capability, and effective processes to deliver the programme successfully.</p> <p>11. Financial Management: A realistic, viable budget representing value for money, with clear monitoring processes and plans to attract appropriate funding.</p> <p>12. Monitoring, Evaluation & Legacy: A clear plan for evaluating impact (including environmental sustainability), sharing insights, and strengthening or rejuvenating cultural and heritage infrastructure with realistic expectations.</p>

Competition stages

The competition selection process for UK Town of Culture 2028 is designed to identify and designate places from across the UK that offer the best possible bids. Bidders must not only present an ambitious and unique vision for its 2028 programme, but also demonstrate credible and realistic plans to successfully turn that vision into a reality.

There are three main stages to the competition.

Stage 1 - Expression of Interest (EOI)

1. The EOI phase is an opportunity for bidding places to succinctly articulate their vision, key elements of their proposed programme, and readiness to deliver. The EOI form asks for responses to the three criteria with prompts. We recognise the challenge on resources at this early stage, so do not expect detailed economic data, research, or in depth delivery plans. For more information on how to apply, see the 'How to make an Expression of Interest (EOI)' section below. The deadline for EOIs will be 31 March 2026.

2. The Expert Advisory Panel will assess the EOIs against the relevant competition criteria and select a shortlist of places. DCMS intends to announce the shortlist of places that will proceed to the next stage of the competition in Spring 2026.

Stage 2 - Shortlisted places make a full application

3. The shortlisted places will be awarded a grant of £60,000 each to support them with developing and strengthening their full application. We intend to publish detailed full application guidance in Spring 2026, including our expectations for data submission. Applicants will have up to five months to complete the full application.

4. The full application will ask questions in more depth and will expect you to set out a detailed plan for how you will deliver your vision, including a programme plan and narrative, partnerships and budget. We will require information about your local context, priority needs and challenges and how you will use UK Town of Culture to address them. We may require applicants to undertake research, present data relating to expected impact, as well as delivery, fundraising and governance plans. We will also require applicants to consider how they will deliver digital content for wider public engagement through the competition.

Stage 3 - Shortlisted places host and present to the panel

5. The panel will visit the shortlisted places, who will be invited to present to the panel and engage in detailed discussions about their plans.

6. The panel will assess the full applications and presentations of the shortlisted places including any outcomes of public engagement and communications, and against the competition criteria.

7. The panel will submit their recommendation for the finalists and overall winner of UK Town of Culture 2028 to the Secretary of State for DCMS, who will make the final decision. We will provide feedback to all the shortlisted places.

8. DCMS aims to announce the UK Town of Culture 2028 winners in early 2027.

Key milestones and dates

Table 2: Key competition milestones

Milestone	Dates
Expressions of Interest (EOI)	Opens: 14 Jan 2026 Deadline: 31 March 2026
Information event for bidders	21 January 2026
Shortlisted places announced	Spring 2026
Full application period	Spring 2026 – Autumn 2026
Panel visits	Autumn 2026
Finalists and winner announced	Early 2027
Delivery Period	2028

UK Town of Culture 2028 Competition Expression of Interest (EOI)

Thank you for your interest in the UK Town of Culture 2028.

Please ensure you have read the “UK Town of Culture 2028 Expression of Interest: Guidance for bidders” document before applying. All EOIs must be submitted using this standard template.

The form comprises four sections which each require a statement response. You are provided with a series of prompts to use as a guide. You do not need to answer each prompt individually but your responses should address all prompts. The prompts draw from the competition criteria and bidding places should refer back to the criteria when completing the form to show the potential of their programme to make a contribution to the aims of the UK Town of Culture programme.

The form has set formatting (e.g., font size and line spacing) which should be adhered to. Please note that the EOI form is strictly word limited and we do not expect at this stage detailed economic data, research or in depth fundraising or delivery plans. Responses should also only include text.

The application deadline is **31 March 2026**. Applications received after this date will not be considered. **If a large number of applications are received, an initial sift will be conducted on the section, 'Section 2: Your Story', only.**

Contact: uktownofculture2028-competition@dcms.gov.uk

SECTION 1: BID INFORMATION

In this section, we ask for information relating to your bidding team and place. The information will not be scored but will be used to confirm your eligibility.

1.1 Contact Information

Please provide contact information for the single point of contact for your bidding team.
Name, Position, Team / Organisation, Telephone Number, Email Address.

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1.2 The Bidder

Please provide information for the bidder. With reference to the definitions of the Accountable Body and Delivery Body in “UK Town of Culture 2028 Expression of Interest: Guidance for bidders”. You should include information on who the lead bidder is and who the key partners are.

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1.3 The Geographical Area

Please specify the geographical area that you are bidding for, with reference to the relevant geographical boundary designations. You may want to note the town categories set out in the “UK Town of Culture 2028 Expression of Interest: Guidance for bidders”. We will use your geographical area’s population size to categorise your bid.

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SECTION 2: YOUR STORY

In this section, we want to understand the unique story and culture of your town. *[Maximum 400 words for each section]*

2.1 Vision

Please use the following prompts to guide your response:

- *What is the story of your town (e.g., places and landscapes, people, communities, culture and heritage) and what is special about it (e.g., including, how it has contributed to a local identity - and, if relevant, how it has contributed to the national story)?*
- *How will your programme celebrate the story of your town, and what themes will be explored in your programme?*
- *How will your programme help to build knowledge of your town (e.g., improving, celebrating, raising the profile)?*

2.2 Local Needs

Please use the following prompts to guide your response:

- *What local challenges and issues does your town face that your bid can help to address? What priorities, needs, groups and demographics will your programme target and why?*
- *How does your bid align with any other local and / or regional plans to tackle local needs?*

2.3 Empowerment

Please use the following prompts to guide your response:

- *How have you developed the ideas within this bid? To what extent have you already consulted your local community and community groups (i.e., residents, businesses, institutions, creative providers, and cultural organisations) on your interest in UK Town of Culture?*
- *How will your local community and community groups be involved in developing and delivering the full application, programme and its legacy? How will you hold yourself accountable to community groups and members when making decisions about the programme?*

SECTION 3: CULTURE FOR EVERYONE

In this section, we want to understand how you will design a cultural programme for all which will provide visible, accessible culture that boosts the profile of your town. [Maximum 400 words for each section]

3.1 Quality and Innovation

Please use the following prompts to guide your response:

- *What is your cultural and heritage infrastructure, and how will you use it and build upon them in your programme? If your infrastructure is more limited, how could you leverage UK Town of Culture to develop your infrastructure on a permanent or temporary basis?*
- *What type of activities will your programme deliver, and how will they work together? Please refer to proposed lead artists / creatives, if they are known. You may refer to creating and / or promoting existing events that could become a returning event using the leverage generated by UK Town of Culture investment*

3.2 Opportunity

Please use the following prompts to guide your response:

- *How will you ensure the initiatives and opportunities (e.g., learning and skills-building, career awareness, bringing different communities together) you are planning are genuinely aligned with your community's needs and interests, especially for younger members of the community?*
- *What social and community impacts will these help you to achieve in your area, and why are these important to your town?*

3.3 Accessible

Please use the following prompts to guide your response:

- *How will you embed accessibility across the design and content of your programme?*
- *How would you aim to reach the widest possible audience?*

3.4 Communication

Please use the following prompts to guide your response:

- *How will you build a communication plan that utilises a breadth of media formats and reaches different types of audiences?*

SECTION 4: MAKING IT HAPPEN

In this section, we want to understand how you will deliver a successful programme.
[Maximum 400 words for each section]

4.1 Partnerships

Please use the following prompts to guide your response:

- How will you secure and work with additional external partners (e.g., artists and creatives, cultural and heritage organisations, funders, institutions, businesses, voluntary sector and civic society partners, and residents) to deliver the programme?
- How will you ensure your partners are representative of your town population?

4.2 Programme Management

Please use the following prompts to guide your response:

- How will the programme be managed throughout the year, including leadership structure and delivery model?
- How will you provide clear roles and responsibilities, and ensure the team has the skills and capacity to deliver?
- What are the key risks associated with your proposed programme (i.e., risk, mitigating action, RAG rating)?

4.3 Financial Management

Please use the following prompts to guide your response:

- If shortlisted, how would you use a £60,000 grant to strengthen your full application?
- How much do you expect it will cost to deliver your programme?
- How much additional funding will you need to raise to deliver the programme, and where will you get that additional funding (e.g., existing / reallocated budgets, income from charitable trusts and foundations, income from public funding bodies, business investment / sponsorship, crowdfunding, cultural partnership cash contributions / joint funding applications, in-kind support)?

4.4 Monitoring, Evaluation and Legacy

Please use the following prompts to guide your response:

- What outcomes of your programme can be monitored and evaluated? Please refer to outcomes referenced throughout your bid, including those referenced in "Local Needs" and "Opportunity".
- How are you currently monitoring the impact of any culture and heritage programme(s) and how could these methods be adapted and used to evaluate UK Town of Culture?
- What baseline information is available to help assess the impact of your

programme?

UK TOWN OF CULTURE

toolkit



Department
for Culture,
Media & Sport

Every town has a unique story to tell

We're celebrating the unique creativity, history and identity of towns across the UK, encouraging them to take part in the first ever UK Town of Culture competition.

This toolkit provides key information about the competition, along with suggested copy and assets to help you amplify it and encourage towns to apply.

Applications must detail:

- Your story – the unique story of the town
- Culture for everyone – how the town will design a cultural programme for all
- Making it happen – how the town will then deliver a successful programme

Deadline to submit an initial Expression of Interest (EOI): **31 March 2026**

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Background

01



UK Tow of Culture

01

Background

UK Town of Culture

Inspired by the success of the UK City of Culture, the new UK Town of Culture competition aims to shine a spotlight on the unique contributions towns make to our national story. By engaging towns nationwide, we are building a more socially cohesive country where communities take pride in their local identity and are empowered to celebrate it.

We will select the best small, medium and large towns from the applications received. One of these entries will be named the UK Town of Culture 2028 and receive £3 million to deliver a cultural programme during 2028. The remaining two finalists will each receive £250,000 to carry forward significant elements detailed in their entry bid.



UK TOWN OF CULTURE

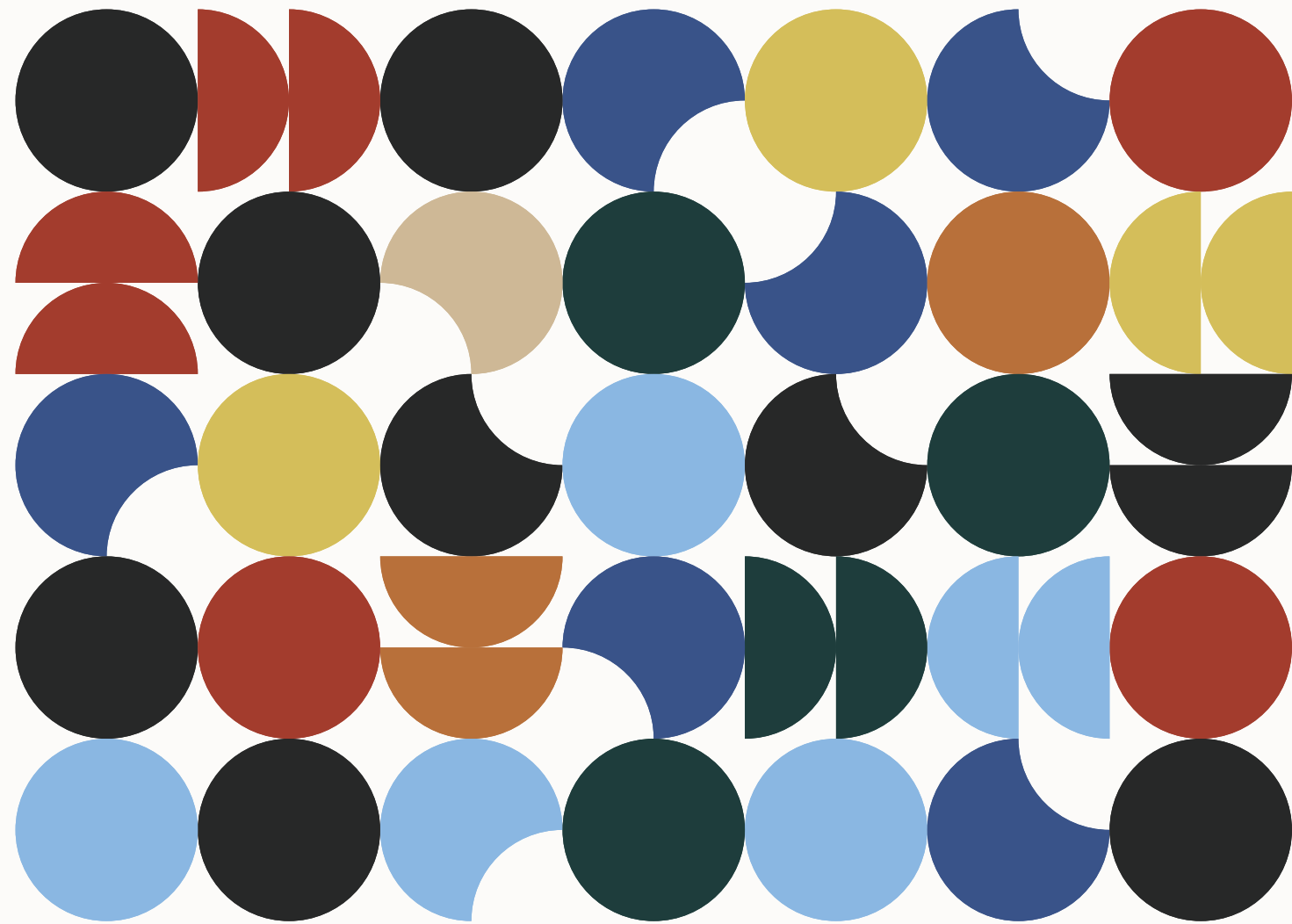
Competition Benefits

02

UK Tow of Culture

02

Competition Benefits



› Empowers Towns

Empowers towns to tell their unique story on the national stage, fostering local pride and strengthening social cohesion.

› Brings Together Communities

Brings local organisations, grassroots artists, creatives, local leaders and residents together to shape an impactful bid and build lasting partnerships, drawing on the best of art, heritage and creative industries in the area.

› Breaks Down Barriers

Breaks down barriers to participation, ensuring arts and culture are accessible and delivering local impact.

› Cultural Investment

Provides a significant funding boost to support a town's cultural infrastructure.

How to Apply

03

UK Tow of Culture

03

How to Apply

› For Bidders

Contact:

uktownofculture2028-competition@dcms.gov.uk

if you have any questions.

› Read the Expression of Interest guidance for bidders document

[**AVAILABLE HERE**](#)

› Attend the virtual information session, 21 January, 2026

Email uktownofculture2028-competition@dcms.gov.uk to register.

› Complete the EOI form

Submit the form which addresses the three core criteria: Your Story, Culture for Everyone, and Making it Happen.

Deadline: Ensure your completed EOI is submitted by **31 March 2026**. The DCMS bid team will not accept any EOIs submitted after this date.

How You Can Get Involved

04

UK Tow of Culture

04

How You Can Get Involved

› For MPs

[DOWNLOAD THE ASSET PACK](#)

› **Champion the Vision**

Use your platform to articulate why towns within your constituency should apply to be a part of the competition, highlighting how they could benefit for eg. National recognition, expanding access to arts & culture in the community, enhancing local pride etc.

› **Convene Stakeholders**

Bring together the Local Authority, community groups, local businesses and cultural leaders to form a partnership needed to submit a bid.

Note – While collaborative cross-sector working is required, bidders will need to specify a single organisation within the partnership to be considered the ‘Lead applicant’ during the competition process.

› **Amplify on Social Media**

Support towns’ bids on social media using the asset pack.

How to Get Involved

› For Stakeholders and Cultural Organisations

Use social media to highlight your support for the first ever UK Town of Culture competition, and/or to support town(s) who are bidding.

[DOWNLOAD THE ASSET PACK](#)

› Share and repost the promotional video

Featuring leading UK creatives on your social media channels.

› Tag relevant partners and cultural leaders

Mention regional partners, businesses, cultural groups and community leaders in your posts to build momentum.

› Use the hashtag

Every post should use **#UKTownOfCulture2028**

And the town-specific tag **#*[Town name here]*2028**

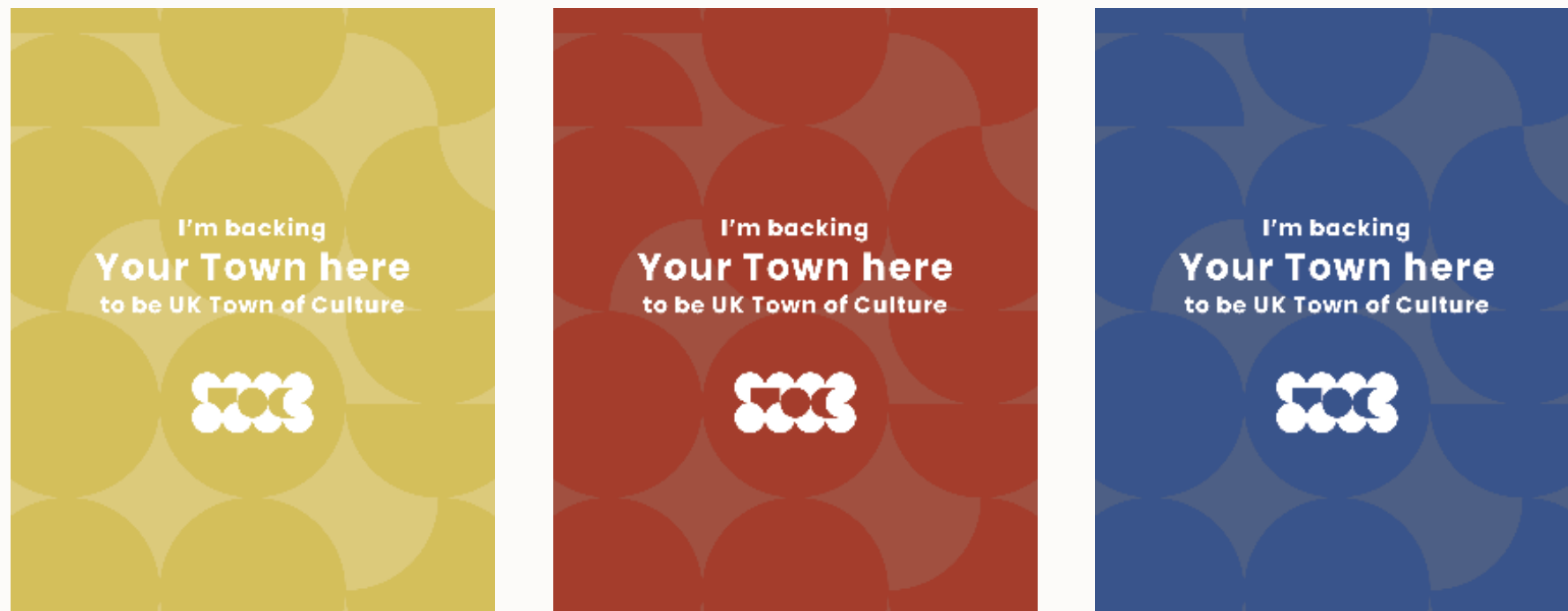
How You Can Get Involved

> Key Messages

- > The first ever UK Town of Culture competition is now open for applications: your town can start their bid today.
- > This competition is our chance to celebrate how towns across the country contribute to our national life – a chance to show the whole of the UK why you're proud of your town.
- > Inspired by UK City of Culture's success in making people proud of where they live and bringing communities together, we want towns of all sizes to have their moment.
- > Towns from Torquay to Thurso and Brecon to Ballycastle have until 31 March to apply, making the case for why they should be the UK's first Town of Culture and deliver a cultural programme for local people, enabling them to invest in their local area, create a lasting sense of pride for their town, and provide opportunities for people to engage with the arts.
- > A winner will be chosen in early 2027, and will deliver their vibrant cultural programme in 2028.

How You Can Get Involved

› Supporting on Social Media



[DOWNLOAD THE ASSET PACK](#)

› Post the “[Your Town Here] is Bidding” Graphic

Pin this to the top of your social profiles after registration. This can be found in the asset pack.

› Film a short video

Consider a short clip explaining why you are backing the bid and what it would mean for local pride.

› Quote-post the announcement

Amplify the Local Authority/Bidding organisation’s official launch post with a personal endorsement to reach a wider audience.

› Engage

Like, share and comment on content posted from the town to show your support.

› Suggested copy for your post:

I’m backing <town name here> to become the first-ever #UKTownOfCulture2028!

Let’s tell our unique story and shine a spotlight on the important role <town name here> plays in our national story.

Social Media for Bidders

05

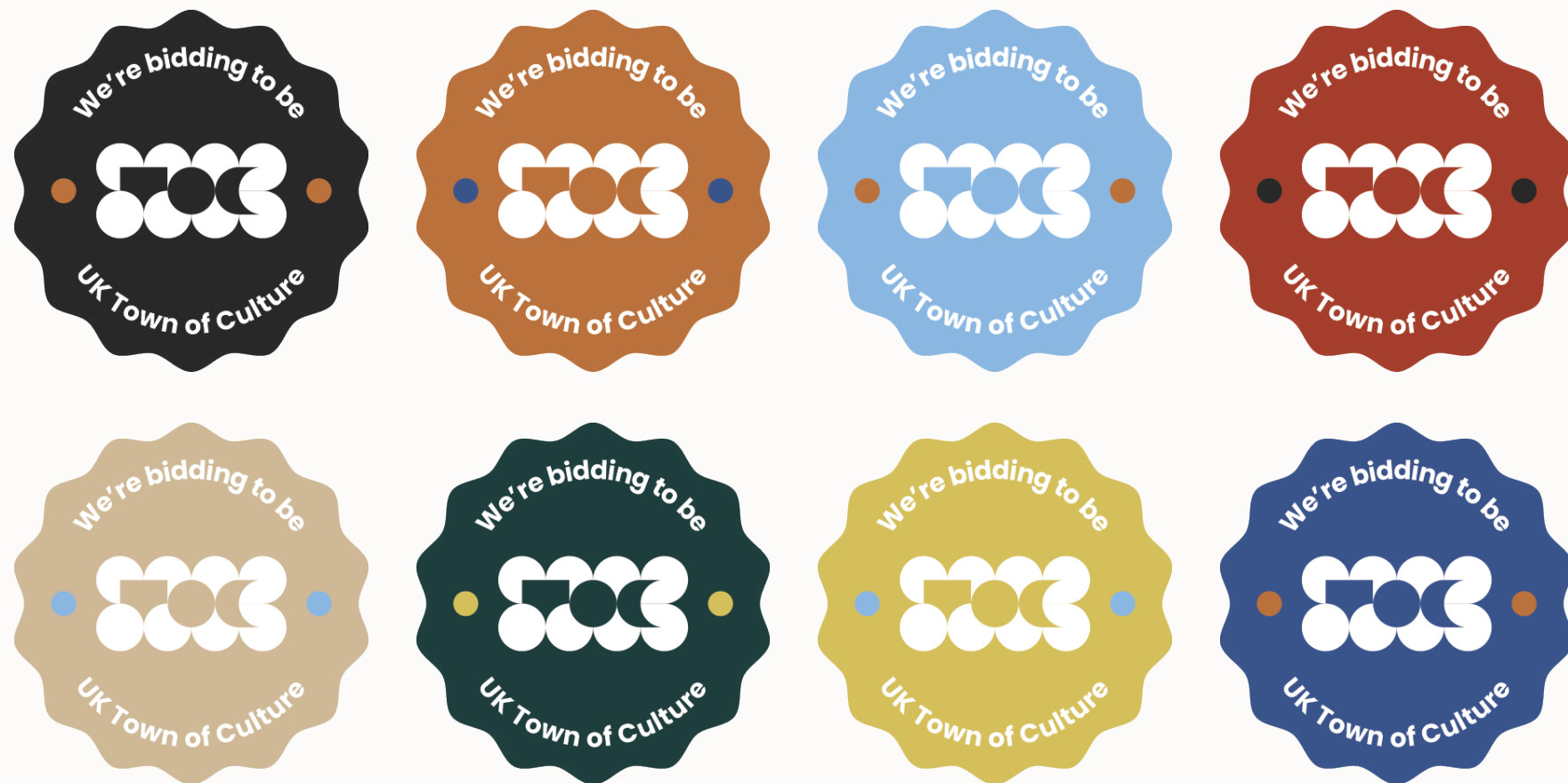
UK Tow of Culture

05

Social Media for Bidders

> Social assets for Stakeholders and Cultural Organisations

Highlight your support for the first-ever UK Town of Culture competition and/or relevant town(s) that have submitted the bid on social media.



[DOWNLOAD THE ASSET PACK](#)

> Post the “We’re Bidding” graphic on your social channels

Pin this to the top of your social profiles after your bid has been submitted.

> Tag relevant partners and cultural leaders

Mention regional partners, businesses, cultural groups and community leaders in your posts to build momentum.

> Use the Hashtag

Every post should use **#UKTownOfCulture2028**

And the town-specific tag **#[Town name here]2028**

> Engage

Film and post a video from the Council Leader asking local residents: “What is your favourite thing about our town?” to start gathering evidence and buzz around your town’s story.

> Suggested copy for your post:

“We’re bidding!

<your town here> is officially entering the race to become the first-ever #UKTownOfCulture2028.

Help us tell our story and celebrate <your town here> on the national stage.

#[Town name here]2028

Social Assets

06



UK Tow of Culture

06

Social Assets

> Using the Social Assets

In the asset pack you will find the social media and design assets to show off your bid to be the first UK Town of Culture.

You can post the generic artworks, make them your own by inserting the name of your town using Adobe Acrobat into them or add a UK Town of Culture 'We're Bidding' badge to your existing images or social banners.

[DOWNLOAD THE ASSET PACK](#)

If you have any questions on branding or the toolkit, please contact:

uktownofculture2028-competition@dcms.gov.uk

> For MPs and Stakeholders

In the asset pack are a range of templates and posts to show your support.



You can edit these by opening the PDF file in Adobe Acrobat or Illustrator.

You will also find a generic, uneditable version too.

> Suggested copy for your post:

I'm backing <town name here> to become the first-ever #UKTownOfCulture2028!

Let's tell our unique story and shine a spotlight on the important role <town name here> plays in our national story.

#[Town name here]2028

> For bidding towns

In the asset pack are a range of templates and posts to celebrate your bid.



> Suggested copy for your post:

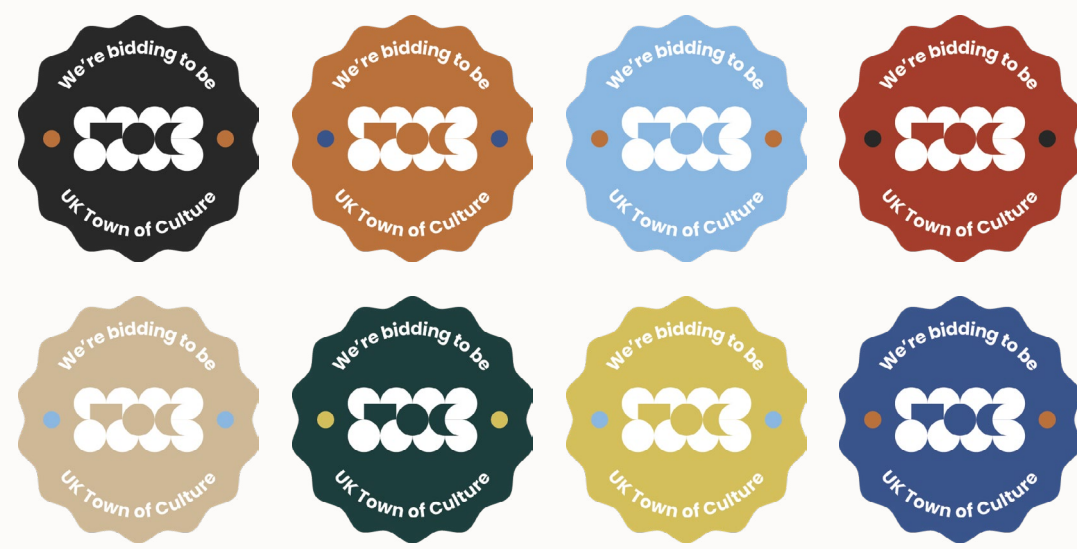
"We're bidding!

<your town here> is officially entering the race to become the first-ever #UKTownOfCulture2028.

Help us tell our story and celebrate <your town here> on the national stage.

#[Town name here]2028

You will also find a range of 'We're Bidding' badges that can be added to social headers, profile pictures or future content.



The UK Town of Culture logo, colours and design, included in the asset pack, are yours to help tell your town's story as you see fit.

Brand Guidelines

07



UK Tow of Culture

07

Brand Guidelines

> UK Town of Culture

The UK Town of Culture brand celebrates the unique contribution that towns make to our cultural life.

It represents the UK coming together to create culture. It uses a bold design and vibrant palette, with eight circles reflecting the different regions of the UK, to visualise the identities, histories and traditions that exemplify our national story.

> how you can get involved

We've created the UK Town of Culture logo to be downloaded and used by anyone.

[DOWNLOAD THE ASSET PACK](#)

If your town is applying, you can use the badges included in the tool kit to add to your social media pages. Either by adding them to your profile images or channel headers.

Logos

> Using the Logo

The logo is the UK Town of Culture's main identifier. You can use it to represent your town's interest in the competition, mark your EOI or drum up excitement for the competition.

We want you to use it as you see fit. On your social pages, in emails or on the side of bus.

[DOWNLOAD THE ASSET PACK](#)

> primary logo

The logo with text is the main symbol of the UK Town of Competition, so try to use it wherever possible.



Giving the logo space to breathe is key to its impact. Make sure to consider the background and clear space around it.

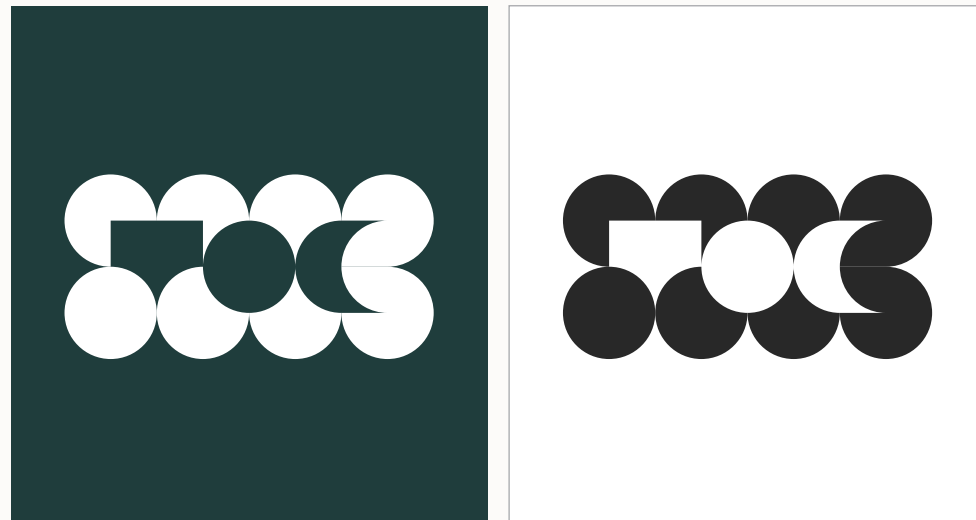


> where space is tight

If space is tight you can use the circles symbol alone to represent the brand.

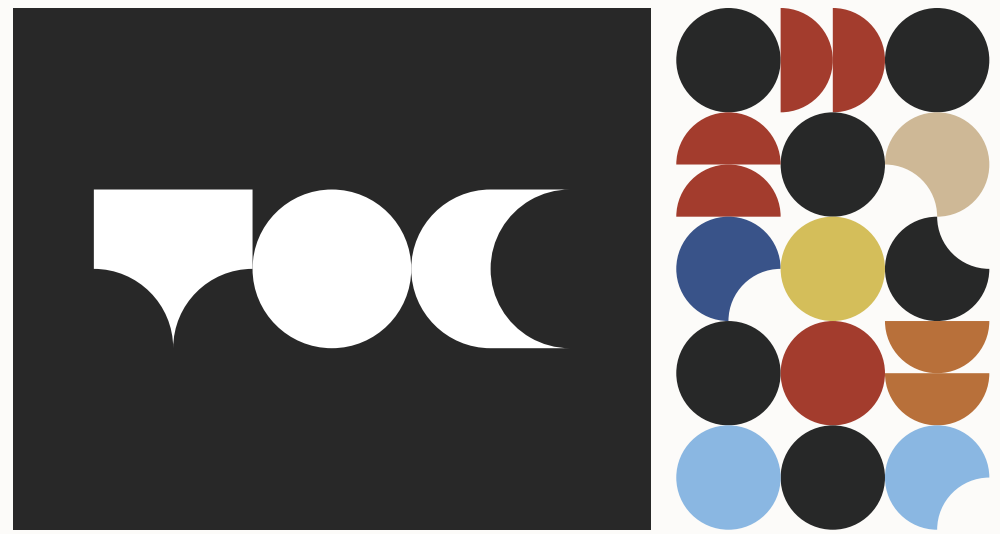


You can use the logo in black, white or any one of the 8 colours. Just try to make sure that it sits on a contrasting background.



> other uses

The logo gives lots of flexibility and chances for creativity. You can scale it up, shrink it or use the circles in animation and patterns.



Colours

> palette

The slate-grey of Wales, the deep blue lochs of Scotland, the proud red brickwork of the North West.

It's not just a collection of colours, it's a snapshot of the UK and can be used across your marketing materials and communications.

Reflecting your area is a key part of the brand so select the colour combinations that reflect your area.

Slate



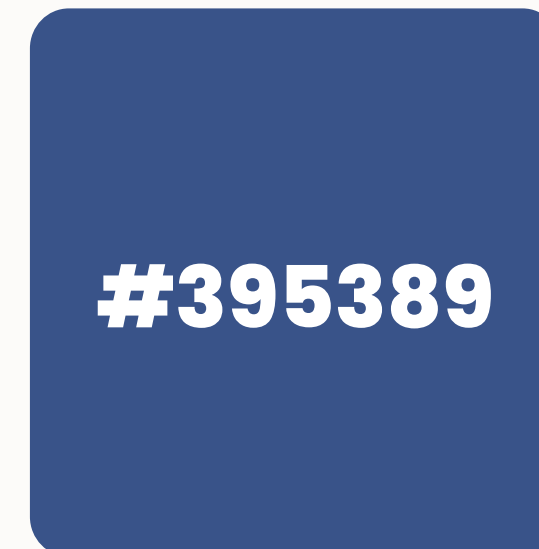
A rich grey inspired by the slate quarries and mountains of Wales.

Causeway



Deep green echoing the Giant's Causeway and the rolling fields of the Emerald Isle.

Loch



A dark, still blue mirroring the depth of Highland lochs and ScotRail itself.

Mist



A rich blue reflecting the North Sea and the North East's heritage of shipyards and coal.

Industry



A proud red symbolising Manchester's mills, Liverpool's brickwork, and the North West's industrial heartbeat.

Forge



Warm amber symbolising the foundries at the heart of the Midlands' manufacturing past.

Sandstone



Soft off-white reflecting the chalk cliffs and sandstone fields of the South East.

Coast



Bright, golden yellow inspired by coastal light, beach sands, and the South West.

Q&A

08



UK Tow of Culture

08

› **key answers to help support your EOI**

For any further questions, please contact uktownofculture2028-competition@dcms.gov.uk

For more detail, read the full Expression of Interest guidance for bidders document.

[**READ THE EOI GUIDANCE**](#)

› **Who can apply?**

- We welcome bids from small, medium and large towns across the UK.
- Towns are required to engage community groups, local businesses and cultural leaders as well as the relevant local authority to establish a bidding partnership.
- While areas apart of Greater London are precluded from bidding, this does not prevent these areas or London-based organisations to join a bid partnership

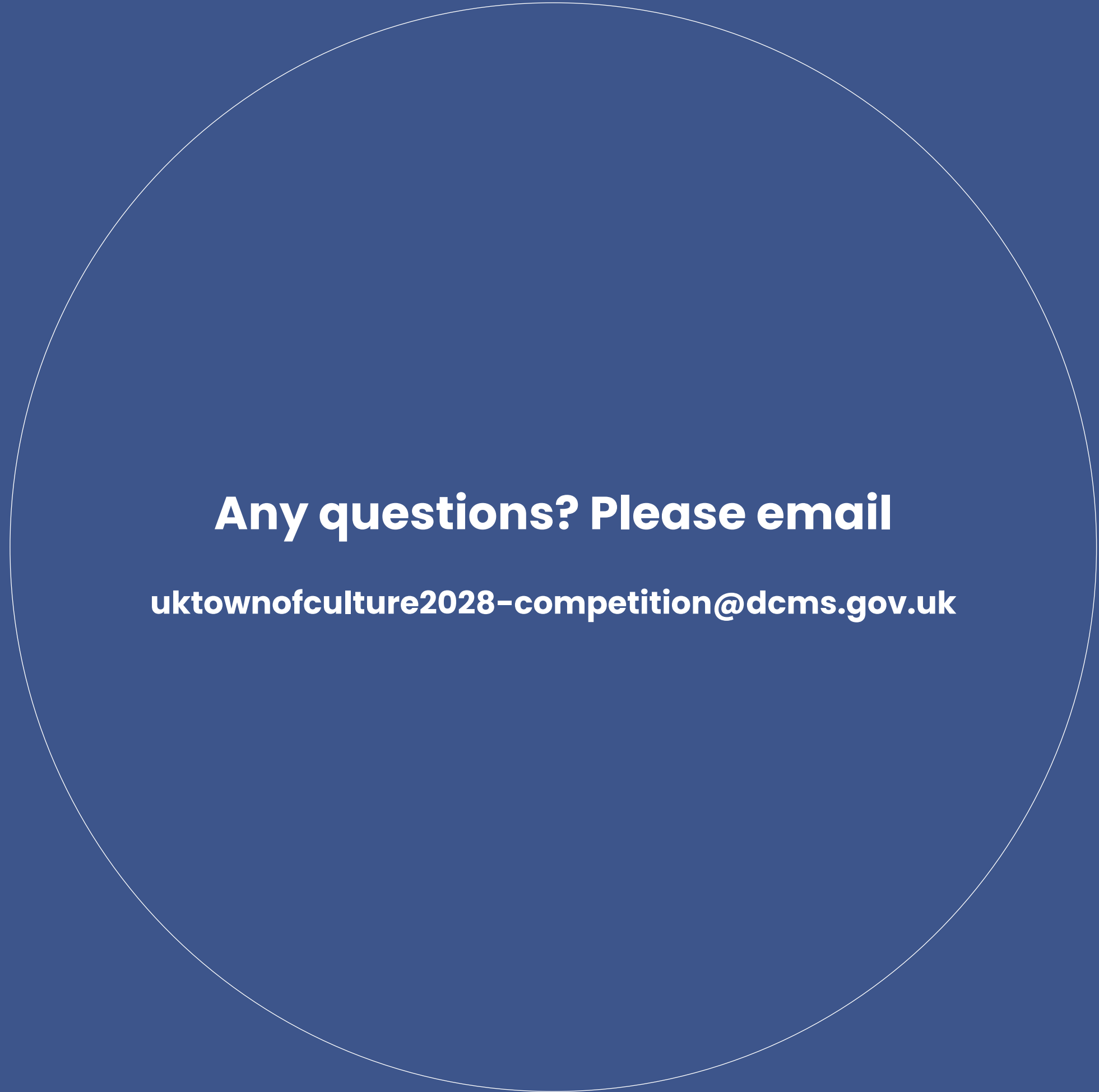
› **Once our town has submitted an EOI, what happens next?**

- The deadline for EOIs is 31 March, 2026. An expert advisory panel, chaired by Sir Phil Redmond, will assess the EOIs against the competition criteria and select a shortlist of places.
- DCMS expects to announce the shortlist which will advance to the next stage of the competition in Spring 2026.

› **Should my town enter the UK City of Culture or the UK Town of Culture?**

- Every town in the UK is unique and adds something special to our national story. We want the UK Town of Culture competition to reflect the widest range of towns possible.
- Whilst large towns can apply for either UK Town of Culture or UK City of Culture, the competitions are different in scope and it's up to individual large towns to decide which competition they could best submit a competitive bid for.
- The current UK City of Culture competition features updated guidance aimed at encouraging larger towns to apply for that competition.








Get in Touch



Any questions? Please email
uktownofculture2028-competition@dcms.gov.uk

thank you

ARTS & CULTURE COMMITTEE – 2 FEBRUARY 2026**REPORT FOR DECISION****TOWN FLAGS AND PROMENADE BANNERS SPECIFICATIONS 2026**

Our Culture	Our Decision Making	Our Environment	Our Money	Our People	Our Places	Our Resilience & Wellbeing
						
✓			✓		✓	

Recommendation:

1. The Promenade Banners specification, as set out at Appendix 1 to this report, be approved and released for public tender.
2. The Town Flag specification, as set out at Appendix 2 to this report, be approved and released for public tender.
3. The flag and banner rigging / de-rigging specification, as set out at Appendix 3 to this report, be approved and released for public tender.
4. Authority be delegated to the Town Clerk to appoint the preferred contractors for said contracts upon the closure of the public procurement exercise(s).

Background:

Following a review of the 2025 flag and banner projects, it has been established that the 2025 season flags have lasted better than they have done in previous seasons. This is partly attributed to the different production techniques utilised in the flag / banner manufacturing process with the 2025 season flags. Additional factors that have contributed to longevity of the flags is the proactive rigging and de-rigging contract, closely managed by the Leisure and Amenities Team which ensured that the promenade banners were protected from the very worst of the weather over the 2025 season.

It has been a longstanding ambition of the Council and the Committees that have been responsible for the projects that ideas were explored to see if it was possible to extend the life of the banner projects beyond one season.

Given the current position of the Council in terms of existing flag / banner “stock”, it is suggested that the Council are currently in the best position to try and make the 2025 season flags last throughout the 2026 season.

Adjustments were made throughout the Arts and Culture budget setting process which have included the reduction of the flag / banner budget from £24k to £15k for the upcoming year. This is the lowest budgeted amount for Banner production projects for

a number of years.

As detailed in the specification documents, the proposed specification for the promenade banners allows for the production of 6 “new” promenade banners instead of the usual 18 to be utilised in periods where individual flags may need to be de rigged for repairs and maintenance or in circumstances where the existing stock has been irreparably damaged.

Penzance Council also has one complete set of silk flags which have had less than one season worth of flying. This was due to the additional “cycling” themed flags for the Tour of Britain that were flown for a number of weeks towards the end of a season. It is intended that this set is retained, in case significant failures are seen across the promenade banner delivery necessitating a complete replacement across all 18 flagpoles.

The Town Banner Specification has been altered from 2025 where 150 new banners were produced. This has reduced to a request for 20 new town banners and repairs to 137 banners for the upcoming season.

The rigging / de rigging specification has received some minor tweaks but remains largely unchanged having worked so well in previous years.

It is important to note, that although a lower budgeted amount has been allocated to this project delivery for 2026, it is likely that the 2027/28 budget setting process will need to be significantly increased to replace a larger number of banners for the 2027 season. In effect the Council will be moving to an alternating budget between years.

Appendix 1 – Promenade Banners Specification 2026

Appendix 2 – Town Flag Specification 2026

Appendix 3 – Banner Rigging / De Rigging Specification 2026

Ben Brosgall
Leisure and Amenities Manager
Penzance Council



**PENZANCE
COUNCIL**

**PENLEE CENTRE
PENLEE PARK
PENZANCE
CORNWALL TR18 4HE
Telephone: (01736) 363405
Email: info@penzance-tc.gov.uk**

TOWN CLERK: JAMES HARDY

Penzance Council Promenade Banner Project 2026

CONTRACTOR DETAILS

NAME OF CONTRACTOR/ORGANISATION:

Address:

Email Address:

Telephone Number:

- Penzance Council annually procure and install approximately 150 banners across the promenade and Penzance town centre in one of the most well received seasonal projects across the parish. Penzance Council are looking for contractors with relevant experience to manufacture 6 new banners and repair 18 Promenade banners for the 2026 season and to include a price for periodic repairs throughout the season due to damage.

Bespoke poles have been manufactured and installed on the inside edge of the promenade at a height of approximately 5 metres. These purpose-built poles have an internal halyard system installed to assist in raising and lowering the banners and have the ability to adjust their positioning in different wind directions.

Banner Sizes:

The banners for the 2026 project must be a maximum square size of 3,000mm x 3,000mm or a rectangular size of: 3,200mm x 2,700mm.

Time frame:

We always aim for the banners to be installed for the bank holiday at the end of May and will require the banners for rigging week commencing 18th May 2026.

All quotes must include labour, equipment, and materials. The contractor must be able to purchase any equipment and materials which will be required, Penzance Council cannot purchase equipment and materials on behalf of the contractor.

Design:

Penzance Council does not want to restrict the “creative” elements of the banner production and as such would request simply that the banners are produced with imaginative and appealing designs. Local themes and ideas are always well received. Please provide your sketches / drawings of proposed designs along with your tender, to help the panel to appoint a contractor.

The banners will need to be manufactured with a reinforced edge with a channel on which 5 metal eyelets will need to be installed along the edge so that carabiners can be attached to keep the banner in place.

As always, Penzance Council would also ask that consideration be given to how “robust” the banners must be given their positioning and exposure to the natural elements. This would limit repairs that might need to be carried out on rips and tears. (Periodic repairs throughout the season will be required as part of the quoted price – however damage which would necessitate the production of an entirely new banner does not need to be included.)

The contractor must make their own arrangements for the workspace to manufacture the banners.

All quotes must include labour, equipment, and materials. The contractor must be able to purchase any equipment and materials which will be required, Penzance Council cannot purchase equipment and materials on behalf of the contractor.

All responses should be returned to the Penzance Council via email to info@penzance-tc.gov.uk or paper copy to our reception **by 4pm on Friday 27th February 2026** marked: **Promenade Banners Repair 2026 – Tender Response.** Tenders received after this time will not be considered.

If you have any questions in relation to this tender document, please contact me on amy.simons@penzance-tc.gov.uk.

Promenade Banners 2026

- The banner dimensions are none negotiable: the size must be set at a maximum square size of 3,000mm x 3,000mm or a rectangular size of: 3,200mm x 2,700mm.
- The quote should be for the total cost for the production of 6 banners. This quote will also need to include periodic repairs throughout the season due to damage.
- Pictures / design ideas must be part of the tender response.
- The quote should also include the total cost for the repair of 18 banners. This quote will also need to include periodic repairs throughout the season due to damage.
- Please provide an estimated completion date in your response.

TOTAL QUOTATION: £



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TOWN CLERK: JAMES HARDY

Penzance Council Town Centre Banner Project 2026

CONTRACTOR DETAILS

NAME OF CONTRACTOR/ORGANISATION:

Address:

Email Address:

Telephone Number:

Penzance Council annually procure and install approximately 150 flags and banners across Penzance town centre and the promenade in one of the most well received seasonal projects across the parish. Penzance Council are looking for contractors with relevant experience to manufacture the town centre flags for the 2026 season.

Penzance Council does not want to restrict the “creative” elements of the flag design but would request that the flags are produced with an imaginative and appealing design. Interested parties might want to consider upcoming parish themes and events and look to incorporate these into their designs / plans for the flag production. Your sketches / drawings of proposed designs must be included along with your tender, to help the panel to appoint a contractor.

Timeframes: -

Penzance Council would like to have the flags installed for the second May Bank Holiday (25th May 2026) and, as such, the flags will need to be ready for rigging onto the poles 2 weeks beforehand: **Friday 8th May 2026.**

The tender window will be from 03rd February until the 27th February 2026. The closing time on the **27th February will be 4pm**, any quotations provided after this time will be excluded from the process.

Flag Size

- The size of the Town Flags must measure 6 feet by 4 feet.

Penzance Council would also ask that consideration be given to how “robust” the flags must be given their positioning and exposure. This would limit repairs that might need to be carried out on rips and tears. (Periodic repairs throughout the season will be required as part of the quoted price – however damage which would necessitate the production of an entirely new flag does not need to be included.)

Penzance Council does not have an available facility to produce the flags and as such, the contractor must make their own arrangements for the workspace to manufacture the flags.

All quotes must include the following elements for the new flags and the repairs:

- labour
- equipment
- tools
- materials
- nominal amount for occasional small repairs throughout the season (may not be required)

The contractor must be able to purchase any equipment and materials which will be required, Penzance Council cannot purchase equipment and materials on behalf of the contractor.

Should you wish to arrange to view the previous year’s flags which may require repair in order to assist with your quote or if you have any questions in relation to this tender document, please contact me on amy.simons@penzance-tc.gov.uk.

All responses should be returned to Penzance Council by email, info@penzance-tc.gov.uk or paper copy to our reception **by 4pm on Friday 27th February 2026** marked:

Town Flag Project 2026 – Tender Response. Tenders received after this time will not be considered.

Town Flags – 2026

- 20 new flags are required to be manufactured to the size of 6ft x 4ft. This quote will also need to include periodic repairs throughout the season due to damage.

QUOTE: £.....

- Penzance Council has approximately 137 flags from the previous year’s display. These flags require attention and repair.

QUOTE: £

TOTAL QUOTATION: £



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PENZANCE
CORNWALL TR18 4HE
Telephone: (01736) 363405
Email: info@penzance-tc.gov.uk**

TOWN CLERK: James Hardy

Penzance Council Flag and Banner Rigging Project 2026

NAME OF CONTRACTOR/ORGANISATION:

.....

All responses should be returned to Penzance Council via email, info@penzance-tc.gov.uk or paper copy to our reception by 4pm on Monday 30th March 2026 marked: Flag & Banner Rigging 2026 – Tender Response.

Tenders received after this time will not be considered.

SPECIFICATION FOR RIGGING AND DE-RIGGING OF PENZANCE SEASONAL TOWN CENTRE AND PROMENADE FLAGS AND BANNERS

- The attached Schedule of Work provides the main details of work required for the rigging, de-rigging and maintenance of the town flags and promenade banners.
- The work will require the use of a “cherry-picker”, transport vehicle and an appropriate number of people to support the contract delivery to ensure that all works associated with the rigging are carried out in a safe manner. The successful rigging contractor retains full responsibility over the safe delivery of the project.
- Evidence of Public Liability Insurance and appropriate vehicle certification must be provided by the successful contractor. Risk assessments must be provided and adhered to, and the successful contractor will be expected to produce brief Method Statements for each activity, copies of which are to be provided to Penzance Council on request.
- Public Liability Insurance, vehicle certification and risk assessment must be returned with the submitted quote. Failure to do so will unfortunately result in exclusion from the appointment process.
- The contractor and crew will be expected to liaise with Penzance Council’s Operations Officer and the flag/banner designers who may wish to attend and or assist with the rigging work.
- Particular notice should be given to the “ongoing monitoring” of both the promenade banners and town flags. This element will require commitment and flexibility from the successful contractor to ensure that damage to the flags and flag poles is kept to an absolute minimum. Submission of a quote will indicate that the contractor is willing to attend at short notice (attendance within 24 hours of an issue being reported) to rectify reported issues with the flags or in adverse weather conditions as indicated below.
- If you have any questions in relation to this tender document, please contact me on amy.simons@penzance-tc.gov.uk.

Rigging of Town Flags – w/c Monday 11th May 2026 onwards tbc by Council Officers

- To fix flags to bamboo poles (estimate numbers between 150). Flags will need to be secured onto bamboo poles to ensure that they remain in place in high or gusting winds.
- Fix bamboo poles with flags into flag-pole holders sited on buildings throughout the town centre (Causewayhead, Alverton Street / Greenmarket, Market Jew Street, Market Place, Chapel Street)
- Carry out regular Inspection (ideally once a day but if other, please specify below) safety checks and on-site maintenance for the duration the flags are displayed, this may on occasion require attendance within 24 hours of notification of an issue (broken poles, flags etc) to rectify. Should weather conditions forecast wind speeds in excess of force 7, the town flags should be wrapped and tied until forecasted wind speeds drop to force 6 or below.

QUOTE: £

Rigging of Promenade Banners – 18th May 2026 onwards tbc by Council Officers

- Collect promenade flags from Council Offices.
- Erect 18 banners on the promenade.
- The Promenade banners Poles have an internal halyard system. The design will make it easier to rig and de rig the flags. The banners will be required to be removed if wind speeds are forecast to gust above 30mph (force 6 – strong breeze on Beaufort scale)
- Carry out regular Inspections (ideally once a day but if other, please specify below) and on-site maintenance for the duration the banners are displayed and temporary removal and storage during periods of high winds.

QUOTE: £

De-rigging of Town Flags & Promenade Flags and banners – by the end of September 2026 tbc by Council Officers

Remove all town flags and promenade banners and return to the relevant buildings for storage – Promenade banners to be de rigged, folded and returned to the Council Offices.

QUOTE: £

TOTAL QUOTE: £