



ANNUAL REPORT

2017/18

Welcome to the Town Council's Annual Report for 2017/18

This report gives information about the Town Council, the money it spends and the activities it carries out and also includes reports from Council representatives on voluntary organisations in the town.

A complete list of all Town Councillors is included on the next page of the report, where you will also find details of how to contact them.

**Lynda Walker
Town Clerk
April 2018**

Contact Details

YOU CAN CONTACT YOUR COUNCILLORS DIRECT OR VIA

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The offices are normally open as follows: -

Monday to Friday
9.30am –1.00pm

Cllr David S Burn	The Bungalow, Ashtree Avenue, Keswick, CA12 5PF	017687 80371
Cllr Allan D Daniels	31 Lakehead Court, Keswick, CA12 5EU	017687 44531
Cllr R Martin Jordan	Braeside, The Heads, Keswick CA12 5ER	017687 71249
Cllr Denstone Kemp	1 Vicarage Hill, Keswick CA12 5QB	017687 73490
Cllr Graham Kendall	32 Stanger Street, Keswick, CA12 5LZ	017687 80894
Cllr Susan Leighton	5 Ratcliffe Place, Keswick, CA12 4DZ	017687 75195
Cllr Tony Lywood	Shu-Le-Crow, 7 Penrith Road, Keswick, CA12 4HF	017687 75253
Cllr Duncan Miller	Linthwaite, Manor Brow, Keswick CA12 4AP	017687 72295
Cllr Jean Murray	33 Wordsworth Street, Keswick, CA12 4BZ	017687 75078
Cllr Adam Paxon	Toll Bar Cottage, Penrith Road, Keswick, CA12 4JR	07989 386599
Cllr Martin Pugmire	6 Brandlehow Crescent, Keswick CA12 4JE	017687 73409
Cllr Paul Titley	32 Penrith Road, Keswick, CA12 4HA	017686 06015

THE COUNCIL

The Town Council consists of 12 Councillors who receive no remuneration. They are appointed through election or co-option and can serve for a period of up to four years before having to be re-elected. The Town Council is the sole trustee for both Hope and Fitz Parks and the Townsfield Charitable Trusts.

The Council employs one full time and two part time members of staff (in addition to six gardening and maintenance staff employed in Keswick parks):

Mrs Lynda Walker, Town Clerk

Mrs Catherine Parker, Responsible Financial Officer

Mrs Wendy Lerigo, Administration & Finance Assistant

The Council meets 12 times per year, on the third Thursday of each month, and holds its Annual Meeting during May. It also meets separately in its capacity as Trustee of the Hope Park, Fitz Park and Townsfield Charitable Trusts 6 times per year with an Annual Trust meeting, also during May. All meetings are advertised on the Council's website www.keswicktowncouncil.gov.uk and on the noticeboard situated at the front of the Council offices. A copy of the agenda and reports for each Council meeting can also be found on the website and at Keswick Library.

The public are welcome to attend meetings and to ask questions or make comments during the public forum. Meetings normally take place in the Council Chamber on the first floor of 50 Main Street, Keswick.

CHAIRMAN'S REPORT 2017-18

Councillor Susan Leighton – Town Mayor

During this last year the Lake District has become a UNESCO (United Nations Educational, Scientific and Cultural Organisation) World Heritage Site, and with this title may come great pleasure that the area has been recognised for its outstanding beauty, great responsibility to see that the area retains its beauty, and a need to look at how it welcomes potential visitors. The Chairman of the Lake District National Park Authority, Lord Clark of Windermere, said back in July that “the World Heritage Status would bring great benefits for locals, visitors, tourism, businesses and farming”. Keswick may be required to look at what practical difference the award and the placing of the Plaque in Crow Park makes. It is my thinking that supporting local businesses could be key to Keswick retaining a distinct identity.

For me personally, it has been a very busy year and if I were to pick some highlights they would of course include meeting HRH The Prince of Wales last month and having the privilege of welcoming him to Keswick, but I would also include meeting many volunteers who spend numerous hours making Keswick a great place to live and work. These volunteers include those who are part of the Voluntary Social Car Scheme, Hospice at Home fundraisers, Dementia Friends, Theatre by the Lake volunteers, Keswick in Bloom volunteers and many others. We owe them our thanks. The National Volunteers Week (1st – 7th June) information suggests that there are 21 million volunteers who contribute £23.9 billion to the UK Economy, so please acknowledge the unpaid work done by the people you know.

Being a Town Councillor can be a time-consuming and challenging role at times. Someone I met recently who had volunteered to join their local Parish Council, told me how surprised she was at how little power there was to get anything done or changed. The same holds true for Keswick’s Town Council. As we Councillors represent an electorate of differing peoples (both locals and off-comers from all over the country), there is no wonder that there can be some lively discussions and close voting at times during Council meetings.

I started my year with some hopes and aims. Not all the ventures I aimed to complete have been possible, but there has been a lot of profitable work done by some Councillors in the area of the Market Square kerbs, and on reducing street areas available for parking. But more needs to be done to ensure the kerbs are safer and that sensible parking becomes possible. The work goes on, and I am grateful for all the contributions made by the Councillors, office and Parks Staff.

TRUST CHAIRMAN'S REPORT 2017-18

Councillor Adam Paxon

No report submitted.

FINANCIAL REPORT

Catherine Parker – Responsible Financial Officer

GENERAL FUND SUMMARY

1st April 2017 – 31st March 2018

Expenditure	£
General Administration (inc salaries)	69,418
Mayors Allowance	2,000
Grants awarded	12,970
Christmas Lights	29,633
War Memorial	1,346
Townsfeld	800
Open Spaces	1,000
Fitz Park	105,848
Floral Displays	6,472
Town Events	10,000
Events Co-Ordinator	2,520
Allotments	496
Advertising	205
Audit fee/Accounts preparation	15
Promotional Gifts	120
Contingency sum	2,171
Annual Parish Meeting	168
Communications	0
Professional Advice	0
Event Banner Expenditure	0
Total	245,182

Income	£
Precept and grants from Allerdale BC	240,930
Interest (inc Townsfeld)	51
Rent – Walker Park	12,267
Event banner advertising space	1,393
Allotment income	935
Income from General Reserves	2,400
Christmas lights contributions	250
Total	258,226

NB: Figures quoted are subject to prepayment/accruals adjustments and audit.

GRANTS

Each year the Town Council makes financial contributions to local organisations which provide valuable services that bring benefit to the local community. Grants were made to the following organisations during 2017/18:

Keswick in Bloom	3000
1 st Keswick Scouts Group	1500
Keswick Tourism Association	750
Keswick Youth Centre	3680
St Johns Ambulance	400
Theatre by the Lake	3500
Keswick & District First Responders	120
Total	12950

REPORTS FROM REPRESENTATIVES ON OUTSIDE BODIES

The Council appoints members as representatives on various outside bodies. This helps to ensure good working relationships with local organisations. The following reports have been submitted by the nominated representatives.

THE BATTERSBY CHARITY Council Representative – Councillor Tony Lywood

No report submitted.

KESWICK COMMUNITY EMERGENCY RECOVERY PARTNERSHIP Council Representative – Councillor Martin Pugmire

Since becoming a registered charity in September 2016 Keswick Community Emergency Recovery Partnership (KCERP) has continued to develop and improve the Community Emergency Plan (CEP) for Keswick. By being a partner in this, Keswick Town Council provides invaluable support to this community organisation.

Over the last year KCERP has achieved the following:

The Partnership now has regular Trustee meetings and wider Partnership meetings, each four times a year.

We now have more than 90 volunteers registered with us, as well as pledged support from Keswick WI and Keswick School Boarders. This gives us a huge pool of people to call on.

We have reviewed and updated the Community Emergency Plan, expanding it to include additional emergency situations. We will continue to review the plan on an annual basis.

We have written a risk assessment to improve the safety of our volunteers.

We have provided a number of training sessions for volunteers as well as undertaking an emergency exercise.

We have installed a new VHF radio system with the help of Keswick Mountain Rescue, as well as improving the WIFI and computer facilities available to us in the event of an emergency.

Supply cupboards have been re-stocked and a majority of volunteers now have their own hi-vis jackets to wear.

We have written, printed and delivered our own leaflet to households at risk of flooding – encouraging them to plan and prepare.

In addition to this planned work, time has been spent with other developing emergency groups, sharing ideas and offering support.

The Partnership is grateful for the support of Keswick Town Council, particularly the time and support given by Lynda Walker and Martin Pugmire in their roles as Trustees and the use of the Council Chamber for training and in the event of an emergency.

CUMBRIA THEATRE TRUST
Council Representative – Councillor Martin Pugmire

No report submitted.

KESWICK AND DISTRICT FAIR TRADE CAMPAIGN
Council Representative – Councillor Adam Paxon

The Fair Trade Committee currently consists of six members, Mr Joe Human and Mrs Jill Human having resigned from the Committee. Their work on behalf of the campaign has been exceptional over many years. In particular, the drive, commitment and expertise of Joe made the Keswick Fair Trade Campaign a national beacon of excellence. Their retirement from active work has been well earned but their absence from the committee has been significant.

Having acknowledged this, the Committee has continued to function effectively but at a slower pace and on a more restricted canvas. This is due not only to Joe and Jill's absence but because of advancing years and reduced members of the Committee members. The last AGM took place on 24th May 2017 details of this are on the website. The next AGM is in the diary for June 6th when full financial and secretary reports will be made.

There is still a strong membership base of over 100 which is encouraging. The list consists of businesses and individuals. Their contributions fund the campaign activities and their support is invaluable. There has however been a sad decline in the number of Cafes serving Fairtrade coffee and tea as local and specialised coffee roasters in particular have projected themselves as Fairly Traded. However, Fairtrade Mark remains the only fully traceable, externally validated and guarantee of its products.

The two Supermarkets continue to market Fairtrade goods and offer support in different ways to our campaign. Together with the Town Council, this support is essential if the town is to maintain its Fairtrade Town status.

The re-evaluation of the scope of our activities has enabled the committee to concentrate its efforts. It has actively supported the national campaign highlighting Sainsbury's decision to abandon the Fairtrade mark on some of its teas; worked with Booths in providing a focal point prior to Christmas on what seasonal Fairtrade items could be bought in the store, and support given to the Victorian Fayre. In Fairtrade Fortnight, a banner was placed on the Moot Hall; a market stall was devoted to Fairtrade products, supported financially by the Co-op; and Churches Together in Keswick held a joint service at the Quaker Meeting House. In addition, talks by committee members have been given to schools and organisations and articles written for the Keswick Reminder, and the website has been kept active.

The link that the Committee had with the Ethiopian Village of Choche, the birthplace of coffee, has come to a natural conclusion. Political unrest and difficulties with visas made the maintenance of the link increasingly difficult. John and Patricia Howell from Keswick Rotary Club, with whom the committee had a joint project, visited in

November last year. They reported the success of the project but also the challenges faced by the coffee growers from climate change. The crop has been poor this year and instead of the usual 30 or so trucks of coffee that went for sale, recently this was reduced to six.

In conclusion, the Committee continues to function. It acknowledges the difficulties it is facing but recognises that it is part of a great international movement that seeks to protect and enhance the life chances of thousands of producers worldwide and sales continue to grow. It would wish to put on record its appreciation of the Council support for its work.

KESWICK FLOOD ACTION GROUP
Council Representative – Councillor Martin Jordan

The finance for the long awaited upstream storage and pump facility for Penrith Road came through from the Regional Flood and Coastal Committee last July. However, there have been significant delays in the land purchase; the tender price for the contractor has increased so the cost has to be resubmitted. This should not be a problem we are assured. Investigations into the old Cuddy Beck route are ongoing.

Cumbria County Council (CCC) tell us 'We have drafted a "Heads of Terms" for the sale of the land after a meeting held between land agents. Expectation is that we will proceed to:-

- Full Business Case with EA to get sign off on the funding
- Followed by sign off from CCC with regard to awarding the contract tendered last year.
- Looking to Award of contract with Volker's around about the 2nd week in May.'

Elliot Park - Despite the fact that the work was due to finish in Spring 2016 the contractors have only recently made final adjustments to the drainage belonging to Impact Housing. Keswick Flood Action Group (KFAG) is still pushing for a means of attaching a temporary generator to the system as a back-up since the pumps are dependent on the local substation being operational. KFAG also have concerns about the resilience of the pump controls if the River Greta overtops. Whilst the pumps could not cope with the volumes of water if the river overtops, protecting the system would mean that the area could drain faster after a flood so locals will not have to wait for two or three days for access to their properties.

KFAG continues to discuss with the Environment Agency (EA) possible alterations to the bund alongside the rugby field since this has held the water back higher on the town side in the recent floods.

Calvert Way - The Lake District National Park Authority (LDNPA) are arranging a further meeting with all those concerned about the surface water runoff from this

estate. They are also considering appointing an independent engineer to assess the drainage problems on and off-site so that recommendations can be made to resolve all the issues. In the meantime Keswick's Community Pump has been set up in Brundholme Gardens since November 2016 as the runoff from Calvert Way is made more problematic by blocked land drains alongside the site and drainage pipes in the area downsizing from 9" to 6" and then back to 9" causing ponding when there is heavy rainfall.

Environment Agency - Over two years since Storm Desmond and the modelling for river flooding still is not complete. Unlike the Eden and Kent catchments the Derwent catchment has no funding so there is little hope of any significant improvement in flood risk without the means to pay for it. The community will have to decide whether it wants to settle for adjustments in the height of the river defences in some places or to work towards the long-term goal of significant upstream storage. K FAG fear that the EA still very much underestimate the effect that Greta Bridge has on holding back water.

The best and most immediate option for reducing flood risk is better management of Thirlmere. With the works on the pipeline United Utilities (UU) are changing the lower valves to increase the discharges they can make from the reservoir. UU are offering to increase discharges, based on the capacity of St Johns Beck, of up to 450 MI/d (mega litres per day) to offer us a more meaningful chance of achieving storm space in Thirlmere, particularly in the winter months. The increase from 140 MI/d to 450 MI/d is welcome but K FAG still believe that a potential discharge of upwards of 900 MI/d will be needed to really help with repeated winter storms of long duration, particularly with rainfall totals forecast to increase over the coming years. Negotiations relating to a new discharge regime at Thirlmere are ongoing.

For now K FAG remains very concerned about landslides in the Low Briery area, and also the fact that plans for the new railway path incorporate replacement bridges with a greater capacity than that of Forge, Calvert and Greta bridges. The opportunity should be seized to reduce the flows from upstream so that the smaller town bridges, which block the flow, are not overwhelmed in times of flood.

Drains and Culverts - Many of the problem drains that have been identified have now been cleaned and cleared by CCC.

High Hill Corner - K FAG is grateful to the Town Council for arranging a gravel extraction permit for the High Hill Corner. The gravel bank is of considerable height and width despite our not having many occasions when the river has been exceptionally high over the last winter. The EA are aware of the mess that has been made at the bend in the river when the grass corner was lowered to offer more capacity on the bend at a time when the vegetation had no chance to establish itself.

KESWICK MINISTRIES TOWN LIAISON MEETINGS
Council Representative – Councillor Duncan Miller

Following the suggested September 2017 Round Table Meeting there have been two follow-up Liaison Meetings in November, 2017 and February, 2018 in order to address issues relating to the annual Keswick Convention. The attendees have represented: Allerdale BC., the Police including counter terrorism, County Highways, Keswick Tourism Association, Cumbria Tourism, Outdoor Activity Providers, Retailers, Keswick Ministries and myself on behalf of KTC. Keswick Ministries are keen to engage with local people and businesses and are beginning to better understand the impact that their large event has on the small town of Keswick. This impact can be both negative and positive and through planning and improved communication Keswick Ministries are working hard to minimise the negatives from the annual Convention.

The Derwent Project has been high on the agenda and following a Pencil Factory Tour there seems to be a better understanding of Keswick Ministries' plans. However, issues around traffic and parking remain and a radical solution may have to be found to satisfy all concerned. KM will share programme timings with KTA to help local businesses plan around high demand for their services, there will be a 'Friends of Keswick' initiative launched in the near future and opportunities for local business promotion on the Ministries' website will be encouraged. Discussions on Marquee use and the new conference facilities were clarified and are well documented. Councillors, in particular, are very keen for community engagement on the future use of the 'Skiddaw Street' site. KM are seeking advice on the future sale of this important site and advised that it could possibly involve split usage.

I shall not be putting myself forward to represent Council on this group for the year 2018/2019 but for assistance please note the following scheduled dates, all at 2.00pm: 22nd May, 25th September and 20th November.

KESWICK TOURISM ASSOCIATION
Council Representative – Councillor Paul Titley

The 5% increase in Tourism reported by Cumbria Tourism is reflected in Keswick say KTA but it is not evenly spread. B&B has been static but self-catering shows the greatest increase. Numbers may be up but the amount spent in the shops is not, although spend in attractions and 'experiences' are also up. It is therefore a mixed conclusion for the year. The award of World Heritage status may have caught the headlines, but it is too soon for it to have had any effect. However, all businesses are encouraged to take advantage of the branding provided by WHS using the hashtag WeAreTheLakes.

Keswick Tourism Association continues to be the only organisation with a total promotional focus on Keswick. It is fortunate that it has a great product to advertise! KTA is not a B&B club, and both membership and promotional activities reflect the diversity of Keswick, including retail, hotels, restaurants, activities, attractions and the outdoors e.g. Retail has been endorsed by the campaign 'no

superstores – just super stores.’ There has been a noticeable increase in promotional activity from all parts of the country hoping to become tourist hot spots, so the message must be “Don’t be Complacent” when it comes to promoting the obvious advantages of a visit to Keswick.

The KTA is funded solely by its members and the current budget continues to be spent on digital media, print, and around events. The Keswick Guide is a key output (this high quality printed brochure may be considered passé by many in this age of Facebook, but it proves immensely popular with important age groups). KTA promotes Keswick through a wide variety of channels including social media, and tourism exhibitions. All this activity is limited by the annual income from member subscriptions. In simple terms, the more that comes in, the more work that can be done. An increased membership would certainly help promotion of Keswick overseas. To make the best of its limited resources KTA has joined with a number of public and private organisations to develop a joint marketing strategy for the Chinese market.

The future looks bright, but not without an effort behind it. Nothing in the world of advertising or marketing happens by accident. When Keswick is chosen as a subject by any media outlet it is rarely because they just ‘turned up’. KTA play an important role in encouraging Keswick as that subject.

It is also good to report that Allerdale BC have appointed a Destination Manager (Mr Graham Kennedy) to lead on the implementation of the Council’s tourism strategy. Hopefully this will contribute to Keswick’s reputation as the Adventure Capital and Place to Be. In August, an ‘Allerdale Showcase’ will be held in Albert Square, Manchester over two days. KTA will be taking part; individual businesses can also take part should they wish to do so.

KESWICK YOUTH CENTRE **Council Representative – Councillor Graham Kendall**

Keswick Youth Centre continues to seek a new permanent venue further to the demolition of its former building on the Old Mill site following extensive flood damage.

The primary objective of the Keswick Youth Centre Committee remains to ensure that young people living in Keswick have a Youth Centre that supports their social, educational, developmental and health needs. In addition, consideration has been given to including an element of affordable housing in response to the difficulties that young people have in finding accommodation in the Keswick area.

Following consideration of several alternatives, the Youth Centre Committee have now withdrawn the Old Mill Site from sale and have decided to pursue the development of a new youth centre on the original site. The intention is to develop a combined youth centre and housing project. Given the nature of the site, plans will include flood resilience measures and will of course be subject to Lake District National Park planning regulations.

A substantial six figure commitment has been made in support of the project and the Committee is currently seeking further capital support.

The Committee has also taken the decision to change its legal status in favour of becoming a Charitable Incorporated Organisation.

ALLERDALE BOROUGH COUNCIL

Ward Representatives – Councillors Tony Lywood, Ron Munby and Martin Pugmire

No report submitted.

CUMBRIA COUNTY COUNCIL

Ward Representative – Councillor Tony Lywood

No report submitted.

COUNCIL ACTIVITIES

Lynda Walker – Town Clerk

The Town Council has met monthly during the past year and a range of issues have been considered. Public attendance varies in relation to the agenda items, but there is a good level of engagement at meetings, particularly compared with other larger Town Councils in Allerdale. A number of concerns have been raised by members of the public who have also attended to give views on planning applications on which the Town Council is consulted by the planning authority. Keswick is fortunate to have regular attendance from a Police Community Support Officer at meetings, and a monthly report from the Allerdale Rural Neighbourhood Policing team.

The management and administration of Keswick's parks continue to absorb a large amount of the Council's budget and staff time. Fitz Park is now almost completely restored following the ravages of Storm Desmond, and a Flood Resilience strategy is being implemented to help minimise future damage and speed the clean-up and recovery. Much of this work has been funded by locally raised Flood Recovery money and by grants from Cumbria Community Foundation's Flood recovery funds. Town Councils are still unable to recover any funding from Government following such events.

New buildings are nearing completion at Hope Park to provide a new workshop and much-needed staff facility and office base. Hope Park continues to be self-financing thanks to income from games and catering.

Work continues on a Neighbourhood Plan for Keswick, and the designated area has been widened to include part of Underskiddaw Parish to encompass the area between the old railway line and the A66. The Steering Group has met on a regular basis and a small number of important issues have been identified which the Plan will seek to address. This work has been halted pending the completion of the Local

Plan Review which is currently being undertaken by the Lake District National Park Authority, to avoid duplication.

A Community Governance Review has been requested to look at including this part of Underskiddaw Parish within the Keswick boundary and this will be carried out by Allerdale BC in the forthcoming year.

Following the resignation of Andrew Lysser in September, a by-election was held to fill the vacancy and Jean Murray, the Labour party candidate, was elected. This brings the number of female Councillors to two out of a total of twelve.

The Events Committee meets regularly and a core of committed Councillors supported by representatives of other organisations and businesses worked hard to produce concerts in the town centre and at Fitz Park, and the Scruffs dog show, to be enjoyed free by residents and visitors. The Committee also organised the Christmas Lights switch-on, this year performed by the Mayor assisted by Max and Paddy the famous Lake District spaniels.

The Council adopted a new logo in September which is shown on the front of this report and provides a clearer, more useable image.

A Market Square safety audit was commissioned during the year and has been instrumental in securing highway work to help to address the number of trips and falls sustained in this area.

The Council agreed to provide four CCTV cameras on the Moot Hall to provide coverage of the Market Square to assist the Police in crime detection. These were funded from a grant provided by Allerdale BC and were installed in February.

The Council has supported the Fair Parking for Keswick group in lobbying the Borough and County Councils to carry out a strategic review of car parking in Keswick to bring about improvements to on street parking in areas such as Blencathra Street.

Repairs have been commissioned to the 'Pups' clock situated on the Council buildings and these should be completed in the near future.

Ongoing activity includes provision of floral displays and hanging baskets in the town, maintenance of the War Memorial, management of a small allotment site at the Hawthorns, and provision of Christmas Lighting displays.

Councillors have continued to attend Liaison meetings with other parishes in Allerdale, the Borough and County Councils and the Lake District National Park Authority.