

VWMG MOM 17.11.2025

Attendees: Vivien, Claire P, Claire H, Steve, Richard, Sally

Main discussion focused around the meeting Vivien & Catherine attended with Cumberland & 13 Valleys organiser (see Vivien's document) re large scale events based in Keswick.

- Most events occur at weekends. Most Cumberland staff not working, so no enforcement for e.g. noise control. Catherine confirmed, subject to agreement of the budget for next year, we could look to purchase noise monitoring devices from a VWMG budget.
- No central overview of all events – KTC will build our own database that can be accessed online, shared on social media etc. VL to work with Ania to create. Hoping for comprehensive list, but we may still not be notified of all temp event notices (only police & Env. Health given to comment).
- VMWG to engage with Theatre for any discussions on large scale events/use of the car park, which impacts their ability to open.
- Cumberland looking into different ways of working – idea floated of “expression of interest forms” prior to a full SAG, so date clashes or friction points could be identified in advance.
- KTC need to involve Cumbria Tourism in discussions about events – they often push Keswick as an event hub, without fully understanding capacity/context.
- VMWG sceptical of setting up additional forums as suggested to manage the large 4 events (KMF, 13 Valleys, Convention, Lakesman) – prefer to handle each individually.
- VL to work with Ania to come up with a list of “friction points” for events (e.g. car parking, town capacity for eating, sleeping, environmental impacts) to feed into an eventual events strategy.
- Events strategy to be shared with Cumberland, so their events management team understand our limitations, expected best practice etc. Also share with licensing for any temp event notices that would not need an SAG, and request we are informed for events in Keswick (we do not get to comment).
- Separate discussion on town centre – CP to ask Cumberland about ownership of the alleys leading off Market Square so group can look at who is responsible for upkeep.

## **Keswick Events Meeting – Tuesday 4 November, Moot Hall, Keswick**

In attendance:

- Colin Murphy: 13 Valleys Ultra
- Ellie Jones: Events Specialist, Cumberland Council
- Jeannie Pasley: Active Wellbeing Manager, Cumberland Council
- Vivien Little: Keswick Town Council
- Catherine Parker: Keswick Town Council

**Aim of meeting** – to problem solve and to start process of creating guidelines and minimum standards for events taking place in Keswick. There is more realisation now of the cumulative impact of all commercial events on small towns such as Keswick.

JP stated there are long standing issues with legacy ways of working following LGR, especially in relation to the SAG/EAG forms. Cumberland are looking to streamline the process to ensure that all who need to be involved are involved, and all events produce appropriate SAG forms.

JP gave a brief overview of how the EAG works, and how there should be due diligence on all parts, but it is all related to managing risks. The process is not at all streamlined as yet, but it is something that she and her team are going to be working on.

JP keen to develop a Cumberland wide events policy, but also raised the opportunity for KTC to develop a Keswick specific focus plan, which could set expectations of best practice for events which use Keswick as a base. This could develop a set of guidelines which event organisers would be expected to take into consideration.

These guidelines, although wouldn't be enforceable, could be sent out to potential event organisers as a base for their strategy. It could include things like:

- Dates that Keswick is already at high capacity, and requests to avoid these dates;
- Caps on numbers (though this would be difficult to enforce);
- Expectations on event organisers surrounding things such as noise levels (with requests that these be monitored at key points and reported back in wash up meetings), and general behaviour of participants;
- Parking issues, especially when considered with the normal day-to-day tourism of Keswick;
- Any other friction points could be brought up and added.

These shouldn't be too restrictive, but should aim setting best practice for event organisers.

As a follow up to this, EJ suggested that a quarterly meeting could be set up with commitment for the four large event organisers to meet quarterly in order to share best practice, and commit to the Keswick guidelines. This would help to put these events in a good light. There would also be a chance then for wash up meetings, with feedback from each year's event, and then the four large events could look at having an aim year on year on how they can further benefit the local community and businesses – a 'giving back' policy. Keswick Town Council could chair this meeting, with Cumberland as support.

CM then said that the four main events could write a shared annual approach which would be then easy to report back to the residents of Keswick (possibly as part of the KTC Annual Report).

Concern was raised over the enforcement of any breach, and JP explained that enforcement officers are not generally available over the weekend, unless someone was willing to accept the cost of paying for the enforcement officers to work over the weekend. CM pointed out that events were unlikely to agree to those costs. It would however be useful for all concerned to have out of hours numbers for certain events to call upon when urgent.

Parking was the key issue discussed, and CM reported that he had spoken to Gavin Capstick, Chief Executive of the LDNPA about this, and other issues. The LDNPA does need to be involved to some degree, as they should be involved in event notification process, but can also support future events by helping find alternative parking arrangements. CM would be looking at how 13 Valleys would approach car parking moving forward. Park and Ride may be the answer, but it would take working out.

CM stated that as organiser of the 13 Valleys, he is keen to be interrogated over the planning of the event, but found it difficult with Cumberland as there was no single point of contact. Refining the EAG process at Cumberland could help with a single point of contact.

JP would like to see advance notices in as soon as possible (is there a possibility of an expression of interest form, before filling in the EAG forms?)

All were concerned about possible date clashes, and how many events were already based in Keswick – and the fact that there appears to be no central point listing them all. This is important to have as it will impact new events that want to set up in Keswick. It can also be shared with external agencies such as Cumbria Tourism, to emphasis the impact on Keswick.

CP raised the fact that there used to be Keswick Business Improvement District, which did represent all businesses, and that Keswick suffers from the lack of this – other areas have Business Development Forums or a Chamber of Commerce. JP said that she would talk to her senior managers about whether something could be set up for Keswick, as other towns across Cumberland have.

KTC to ensure that fees for the parks are consistent across the board, as consistency will help set out our position clearly.

**Actions: CM to establish a frequency, venue and invite list for 13 Valleys planning meetings (with assistance from Cumberland Council)**

**JP to work with Economic Development to establish a new Business Development Forum/Chamber of Commerce for Keswick**

**VL + CP to work with KTC to establish a Town Council plan for Events**

**VL + CP to set up a 'Large Scale Events Group', with reps from Lakesman, Keswick Mountain Festival, Keswick Convention and 13 Valleys, assisted by Cumberland, meeting quarterly, to start in January.**