**FITZ PARK AND HOPE PARK CHARITABLE TRUSTS**

Council Offices
50 Main Street
Keswick
CA12 5JS
Email: townclerk@keswicktowncouncil.gov.uk

5th November 2026

A meeting of the Charitable Trusts listed below will be held in the Council Chamber, Town Hall, 50 Main Street, Keswick on **Thursday 12th November 2026 at 7.00 pm.**

Yours sincerely

**Vivien Little**
**Town Clerk**

| | | |
|---|---|---|
| **HOPE PARK** | **Registered Charity** | **503465** |
| **FITZ PARK** | **Registered Charity** | **520327** |

**AGENDA**

1. **Apologies**
   To receive apologies for absence.

2. **Minutes**
   To authorise the Chair to sign as a correct record the minutes of the meeting held on 10 September 2026 (pages 9-11).

3. **Declarations of Interests**
   To receive any declarations of interests in respect of items on this agenda.

4. **Chair's Report**
   To receive the verbal report from the Chair.

5. **Parks Manager's Report**
   To consider the report of the Parks Manager.

6. **Draft Budgets for Hope and Fitz Parks 2027-28**
   To agree the draft budgets for Hope and Fitz Parks for the next financial year.

7. **Hope Park & Fitz Park Budgets – 2nd quarter 2026-27**
   To receive for information the 2nd quarter budget comparisons.

8. **Banners**
   To receive the report of the Clerk.

9. **Requests for use of the Parks**
   To consider the following:
   i) Lakeland Trails – to consider the use of Fitz Park for the annual Lakeland Trails event, to be held on Saturday 4 September 2027, with a set up day on Friday 3 September 2027 (subject to agreement of fees on agenda item 12).

**Prior to the following business the Chair will move the following resolution:**

*'That under the Public Bodies (Admission to Meetings) Act 1960, the public and representatives of the press and broadcast media be excluded from the meeting during the consideration of the following items of business as publicity would be prejudicial to the public interest because of the confidential nature of the business to be transacted.'*

**10. Fundraising Update**
To receive the report of the Clerk.

**11. Clerk's Report**
To receive the report of the Clerk.

**12. Parks Fees and Charges**
To receive the report from the Clerk.

**13. Tour de France update**
To receive the report of the Clerk.

**14. Commercial Group**
To receive for information the minutes of the Commercial Group meetings dated 6 October 2026 and 29 October 2026.

To: All Councillors/Trustees
Press

**FITZ PARK, HOPE PARK & TOWNSFIELD CHARITABLE TRUSTS**

Minutes of the meeting of the Charitable Trusts listed below held in the Council Chamber, Town Hall, 50 Main Street, Keswick on Thursday 10th September 2026 at 7.00 pm.

**Present:**

Chair
Councillor Jean Murray

Councillors

| | | |
|---|---|---|
| Louise Dunn | Emily Hardy | Chris Houghton |
| Claire Houghton | Steve Harwood | Benita Lapthorn |
| Claire Peat | Richard Scott | |

Also present were Vivien Little (Trust Clerk), Catherine Parker (Finance Officer) and Christine Fawcett (Parks Manager).

**34. Apologies**

Apologies for absence were received from Councillors Evans and Taylor.

**35. Minutes**

**RESOLVED** that the Chair be authorised to sign as a correct record the Minutes of the Trust Meeting held on 9th July 2026 (pages 4-6).

**36. Declarations of Interests**

Councillor Harwood declared a personal interest in agenda item 14, as he was a race organiser on behalf of Keswick Athletics Club. He would remain in the room and vote on that item.

**37. Trustee Reports and Accounts for the year ended 31st March 2026**

The Trust's new accountant, Martin Borradaile was in attendance to answer questions from Trustees on the accounts and annual reports. Thanks were given to Mr Borradaile for his attendance and insightful answers to the questions.

**RESOLVED** that the Trustee Reports and Accounts for the year ending 31st March 2026 for Hope Park and Fitz Park (including Townsfield) be formally approved.

**38. Chair's Report**

**RECEIVED** the verbal report of the Chair. The Chair briefly thanked Ahmadiyya Muslim Youth Association (UK) for their support of the new play area of Fitz Park, to the tune of £12,000. Trustees who attended the dinner also thanked them for their hospitality on the evening.

**39. Parks Manager's Report**

**RECEIVED** the report of the Parks Manager for September 2026. The Parks Manager added an update regarding the conversations she had had with Thomas Graham, regarding the foundations of Wivell Bridge. A survey would need to be done to ensure that the correct works were undertaken, which would cost in the region of £2-3,000, which could come from the Future Development Fund.

**RESOLVED** that

i) the funding for the battery for the first Dennis mower be taken from the Development and Equipment fund, to the tune of £1,868 (Action – Parks Manager/RFO);

ii) the Parks Manager to seek advice from Dennis/Lloyds over advice on the use of the batteries, in case there had been any updates since the original purchase four years ago (Action – Parks Manager);

iii) carry on with the survey on the foundations of Wivell Bridge, with the funding to be taken from the Future Development Fund;

iv) while the survey was being undertaken of Wivell Bridge, survey the wooden boards beside the Silver Bridge, and bring a further report back to the Trust meeting in November;

v) seek to obtain a quote from MPM to repaint the Wivell Bridge (Action – Parks Manager); and

vi) the Clerk to investigate if any funding would be available for any of the above projects, especially in relation to flood prevention (Action – Clerk).

**40. Hope Park & Fitz Park Budgets – 1st quarter 2026-27**

**RECEIVED** for information the 1st quarter budget comparisons.

**41. Request from Keswick Rotary**

**RECEIVED** a request from Keswick Rotary to upgrade the Tree of Light.

**RESOLVED** that the request be approved, but concerns over light pollution be raised with Keswick Rotary, and ask them to ensure that appropriate measures were taken (Action – Clerk).

**Prior to the following business the Chair moved the following resolution:**

*'That under the Public Bodies (Admission to Meetings) Act 1960, the public and representatives of the press and broadcast media be excluded from the meeting during the consideration of the following items of business as publicity would be prejudicial to the public interest because of the confidential nature of the business to be transacted.'*

**42. Confidential minutes**

**RESOLVED** that the Chair be authorised to sign as a correct record the Minutes of the Extraordinary Trust held on Monday 3rd August 2026 (pages 7-8).

**43. Clerk's Report**

**RECEIVED** the report of the Clerk.

**RESOLVED** that

i) for item 2 of the report, the overspend in professional fees be taken from the Future Development Fund (Action – RFO); and

ii) for item 3 of the report, the request be denied (Action – Clerk).

**44. Fundraising Update**

**RECEIVED** updates from Councillor Dunn on the fundraising for the Play Area. The main point raisedwas the upcoming interviews for the role of Fundraiser, which would take the following week.

**45. Effective Decision Making for the Keswick Parks Charitable Trusts**

**RECEIVED** the report of Councillor Claire Houghton. This generated a good deal of discussion amongst Trustees, who were broadly in favour of it.

**RESOLVED** that existing Keswick Town Council committee and working group structure be used to make recommendations to Trustees on decisions relating to the Fitz and Hope Park Trusts (Action – Clerk).

**46. Written Notice of Special Resolution**

**RECEIVED** a Written Notice of Special Resolution, at the request of Councillor Evans, Dunn and Chris Houghton. "That the hire Charges for the parks be agreed, with the addition of a transit fee for Commercial Users who wish to cross through the parks with no equipment, as a base rate of £850 plus VAT per day, with no fee for extra competitors".

**47. Review of Fees and Charges**

**RECEIVED** the report from Councillor Chris Houghton. Thanks were given to Councillor Houghton for the detailed work which he put into this paper. It was considered to be an excellent starting point for discussion. The feeling was that this would streamline the process, and encourage the commercial

events to ensure that they gave something back to the community, rather than merely take advantage of the honeypot destination which Keswick is.
**RESOLVED** that this matter be referred back to the Commercial Group to be looked at and brought back to the November Trust meeting, and that Councillor Peat, as the final member of the Visitor Management Working Group also be invited to attend (Action – Clerk).

**48. Commercial Group Minutes**
**RECEIVED** for information the minutes of the Commercial Group meetings held on 22 July 2026, 10 August 2026 and 1 September 2026.

The meeting closed at 8.34 pm.

_____
Chair

_____
Date

**Parks Manager Report Nov 2026** **Christine Fawcett**

Many thanks must go to the parks staff for their hard work, and the ongoing support of the three ladies within the office of Keswick Town Council. We have been getting our fair share of rainfall over the last couple of months but after the dry summer it was to be expected.

## Hope Park

The summer bedding has now been removed, and the winter bedding has now been planted including yellow coloured polyanthus, along with mixed coloured tulips for a spring show of colour.



The yew and box hedges have now been cut back within the park and the cutting back of the boundary hedge on Heads Road is being carried out.

The greens look well for the time of year after being reseeded in early September. Autumn fertilizer has been applied and they will be cut as required now the growing season is slowing down.

Half term has been busy with a good number of visitors in the park despite the wet and windy weather.

Unfortunately, we lost three silver birch trees in Storm Boelo, all of them uprooted in the woodland area. These trees will be removed once ground conditions allow and new trees planted to replace them. The LDNPA have been notified and have approved the removal.



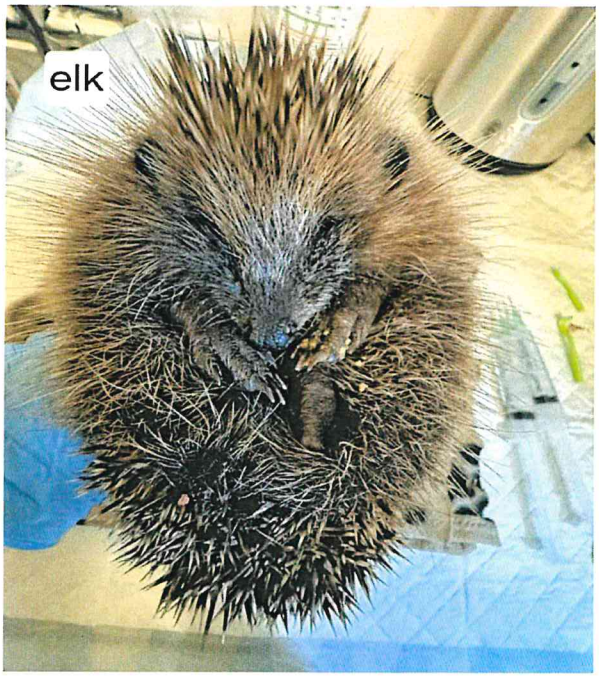
With summer daylight hours coming to an end on the 25th October, weekend litter collections also come to a close and bins will be emptied throughout the working weekdays.

The fence on Crow Park Road has been repaired after it was damaged, and a new gate stoop has been fitted to the pedestrian gate.



Cumbria in Bloom results have been released and we have received a Gold award for the park for Tourism, and Small woodland copse. A huge thank you to Hope Park Leisure and the parks staff for all your work towards this achievement. Judge's comments are at the end of the report.

On a happy note, we found a hedgehog on the fairway mid-afternoon on 2nd October. I took it to the local hedgehog rescue via. After a lot of hard work and dedication they have saved this little poorly hedgehog weighing only 364 grams on arrival to being released on the 28th October in a perfect supported wildlife garden in Keswick at 968 grams. Thanks to all involved for all your dedication and saving Elk.






**Townsfield**

This area has been cut for the final time by our contractor and is being monitored on a weekly basis.

**Lower Fitz Park**



The three floodlights on the Multi Use Games Area have been replaced and are now working correctly again.
The Platinum Jubilee tree has been replanted and a fence erected around it. I am hopefully this tree will now mature into a beautiful specimen for generations to enjoy.

**Upper Fitz Park**

Summer games have ended and work has been carried out on the fine turfed areas.
Scarifying of all the playing areas has been carried out to remove dead thatch and allow the turf to breathe and drain more freely.
Many grassed areas have been pro-cored including the bowling green, putting surfaces and the tennis courts. The Bowling Green, and tennis courts have been over seeded and four-ton of 60/40 top dressing applied to aid drainage and improve aeration. Autumn fertilizer has also been applied and the grass sward has responded, and new grass growth is present.

A light grass cut has been carried out on these newly seeded areas, to encourage the grass to tiler and fill out ready for next year's season.



Weeding of shrub borders is under way and the hedges at Wivell Bridge and the allotments have been cut back. Crossfield Road hedge will be cut by a contractor in the coming weeks.

Cumbria in Bloom results have been released, and we have received a Gold award for Tourism, A big thank you to Café HNW and the parks staff for all your work towards this achievement.

**Judges' comments**

**Upper Fitz** Park Areas of Achievement Upper Fitz Park was opened in 1887 following the purchase of land using funds raised through donations for the creation Of a park dedicated to Outdoor leisure activities. Affectionately known as "The People's park", it continues to be highly valued and well used by both local residents and visitors. Visitors can obtain an information leaflet from the café and the nearby museum, detailing the park's "Tree Trail" and providing a concise history Of Fitz park. This is kept updated by volunteers. A large framed information poster outside the café displays the same content.

A temporary banner illustrating the history of the park from 1880 to the present day, which has been made in conjunction with local school children, is displayed on the tennis court fence. However, to read this it is necessary to walk across the putting green.

A focus of Fitz Park is outdoor recreation. Facilities include two bowling greens (one available for public use), tennis courts, a putting green, and space for outdoor exercise classes. The park also benefits from a popular café, plentiful seating and accessible footpaths, including alongside the River Greta. Horticultural features include an Arboretum spread throughout the park, attractive herbaceous borders, and a Sensory Garden.

The War Memorial and Sensory Garden are accessed via a bridge over the River Greta. The park contains many mature trees, all documented within the Tree Trail. New trees continue to be planted to replace those that are diseased or reaching the end of their lifespan. A planned public walk, led by the Tree Conservation Officer, will help explain future tree management proposals and the challenges facing the park's trees. Shrubs and herbaceous borders are well maintained, while only a small area of seasonal bedding enhances the War Memorial. The Sensory Garden is maintained solely by a team of volunteers, demonstrating community commitment. Flooding remains one of the park's challenges. As part of the flood resilience plan, earth embankments have been raised in vulnerable areas, while other areas have been opened up to allow floodwater to return to the River Greta. Fixed table tennis tables and timber posts have been positioned to minimise the risk of large debris being washed into the park during floods. Potential flooding also influences planting decisions and the Park's Team assesses how current planting schemes are coping and adjust as required. Rabbit damage presents an additional challenge, particularly to newly established and existing herbaceous planting. Identifying more rabbit-resistant plants will remain an ongoing priority.

The park's Team demonstrate a strong commitment to the environment, where possible using battery-powered mowers and equipment. Timber from felled trees within the park has been creatively recycled into benches, fencing and sculptures. Woodchip is reused on site and there is a composting area. Wildlife is encouraged through the provision of bird boxes, a bird-feeding area, and a substantial bug hotel. The recently constructed equipment store and workshop features a green roof. Fitz Park is maintained to an exceptionally high standard by three full-time members Of staff under the supervision of Parks Manager, Christine Fawcett. The attention to detail is evident

throughout, with immaculate lawns, greens, well-maintained planting, paths, benches and no litter. Signage at the park entrance and War Memorial clearly explains the facilities available to visitors. Overall, Fitz Park successfully fulfils its purpose of providing high-quality outdoor recreation within an attractive environment. It is clearly well used, cared for, and highly valued by the community. Well Done.






**Hope park**, Keswick Areas Of Achievement Hope Park is an 8 acre park. It is a Charitable Trust with Keswick Town Council being the Sole Trustee. They employ the gardening team who are responsible for the maintenance and development of all areas, including the leisure facilities. Separately operated by the Hope Park Leisure Co, is the Cafe in the Park who are responsible for the planting around that area.
A number of well-designed information boards show the layout of the site highlighting features, attractions, trees, and plants that enhance visitors' experiences. A special Honister slate memorial has been commissioned to celebrate 100 years Of Hope Park in 2027 acknowledging the heritage of the Park.
The Park is an extremely attractive area with a mix of trees, shrubs, herbaceous plants and bedding plants within a well-maintained historical layout. With only 2.5 members of staff, the team should be congratulated on their high standards and hard work. All areas were superbly maintained including the golfing greens and fairways, the woodland area and the inner gardens. The introduction of a new bed showcasing a variety of different Camellias (a donation from the Camellia Society alongside a grant from Cumbria in Bloom) shows that the garden staff are always looking to the future. The plants were in good health despite areas of the park being in a frequent flood zone and an area of high usage.
Fallen branches and trees are chipped onsite and used for mulching beds and paths and is available to the public too. Wildlife corridors between the fairways to increase biodiversity has been well thought out despite a few there being a few more missing golf balls. Log piles, bird boxes and berry bearing trees all aid the surrounding wildlife. Bird feeding stations are still active with birds being offered sunflower hearts. Timber from felled trees on site have been re-used for the bridge and a number of animal sculptures carved from stumps. Memorial paving as an alternative to benches is being considered in a bid to raise money and re-lay uneven flags. The grounds were presented in immaculate order which is an incredible achievement given the numbers of visitors throughout the year. Staff outings, plant knowledge courses, design input and visits to trade shows all help to make an outstanding team who are highly regarded within the local community.

Finaly, I would like to thank you all for your help and support over the last 10 years. I have enjoyed the role as parks manager, and working with you all, it's been a pleasure. I wish you all and the parks all the very best for the future.

Christine

**HOPE PARK**

**BUDGET ESTIMATES 2027/2028 - DRAFT**

| | Expenditure: | AGREED Budget 25/26 | AGREED Budget 26/27 | Estimated Out Turn 26/27 | DRAFT Budget 27/28 | £ Inc/red Agreed 26/27 to draft 27/28 | % Inc/red Agreed 26/27 to draft 27/28 |
|---|---|---|---|---|---|---|---|
| 1 | Golf Cups & tee Mats | 600 | 600 | 600 | 600 | - | - |
| 2 | Tools | 2000 | 2000 | 2000 | 2500 | 500 | 25.0 |
| 3 | Materials | 2500 | 2500 | 2500 | 3000 | 500 | 20.0 |
| 4 | Maintenance | 2000 | 2500 | 2500 | 2500 | - | - |
| 5 | Repairs - Paths/fences | 5000 | 5000 | 5000 | 5000 | - | - |
| 6 | Repairs - Buildings | 2500 | 3000 | 3000 | 3000 | - | - |
| 7 | Repairs - Course | 1500 | 1500 | 1500 | 1500 | - | - |
| 8 | Repairs - Machinery | 2700 | 3000 | 3000 | 3000 | - | - |
| 9 | Repairs - Van service/repairs | 1200 | 1500 | 1500 | 3000 | 1,500 | 100.0 |
| 10 | Fire Risk Assessment provision | 500 | 500 | 0 | 0 | - 500 | - |
| 11 | Fuel and licences | 4750 | 4750 | 4750 | 5000 | 250 | 5.3 |
| 12 | Plants & Compost | 4500 | 4800 | 4000 | 4800 | - | - |
| 13 | Trees and shrubs | 600 | 600 | 600 | 600 | - | - |
| 14 | Fertilisers | 850 | 850 | 850 | 950 | 100 | 11.8 |
| 15 | Electricity and heating oil | 4000 | 4000 | 4000 | 5000 | 1,000 | 25.0 |
| 16 | Water rates | 700 | 900 | 700 | 900 | - | - |
| 17 | Wages **(Gardeners)** | 65298 | 67288 | 61958 | 69555 | 2,267 | 3.4 |
| 18 | Wages **(Management)** | 26444 | 23888 | 23686 | 25413 | 1,525 | 6.4 |
| 19 | Wages (Cleaner) | 800 | 800 | 800 | 800 | - | - |
| 20 | Admin and on costs - **20%** | 34000 | 32643 | 32643 | **34000** | 1,357 | 4.2 |
| 21 | Insurance (including Trustees Indemnity) | 4500 | 4500 | 3667 | 4500 | - | - |
| 22 | Telephone | 610 | 650 | 550 | 470 | - 180 | - 27.7 |
| 23 | Advertising - Including Staff Recruitment | 600 | 600 | 741 | 600 | - | - |
| 24 | Trade Refuse Collection | 2000 | 2500 | 1500 | 2500 | - | - |
| 25 | STAFF Training costs | 2500 | 2000 | 2000 | 2000 | - | - |
| 26 | Staff Recognition | 250 | 250 | 250 | 250 | - | - |
| 27 | TRUSTEE Training Costs | 200 | 0 | 0 | 500 | 500 | - |
| 28 | Workwear | 1500 | 1500 | 1500 | 1500 | - | - |
| 29 | Equipment | 400 | 400 | 400 | 400 | - | - |
| 30 | Audit Fee & Accounts Preparation | 950 | 1000 | 1738 | 1800 | 800 | 80.0 |
| 31 | Bird/squirrel feeding station | 400 | 400 | 400 | 400 | - | - |
| 32 | Contingency | 2500 | 2500 | 2500 | 2500 | - | - |
| 33 | Health and Safety | 800 | 800 | 400 | 400 | - 400 | - 50.0 |
| 34 | Computer equipment & subscriptions | 800 | 800 | 400 | 400 | - 400 | - 50.0 |
| 35 | Web & Internet Costs | 500 | 500 | 500 | 500 | - | - |
| 36 | Tree Work & Surveys | 3500 | 4500 | 4500 | 6000 | 1,500 | 33.3 |
| 37 | Professional Fees | 250 | 750 | 750 | 4000 | 3,250 | 433.3 |
| 38 | Signs Expense | 400 | 1000 | 1000 | 1000 | - | - |
| 39 | Drainage/Stream Clean Out | 1000 | 1000 | 1000 | 1000 | - | - |
| 40 | Contribution to future Hire Purchase/Capital spend - Earmarked | 1600 | 0 | 0 | 0 | - | #DIV/0! |
| 41 | Contribution to future Parks Van - Hire Purchase - **Earmarked** | 4100 | 4100 | 4100 | 4100 | - | - |
| 42 | Climate Change costs | 700 | 150 | 150 | 150 | - | - |
| 43 | Sewage Pumps - Essential maintenance | 1000 | 1000 | 1000 | 1000 | - | - |
| 44 | Contribution to Building Fund | 1000 | 2600 | 2600 | 2600 | - | - |
| 45 | Contribution to Development & Equipt Fund | 1000 | 1000 | 1000 | 1000 | - | - |
| 46 | Worknest - H&S and HR Support | 1336 | 1624 | 1604 | 1668 | 44 | 2.7 |
| 47 | Sculpture adj to Café FUND | 0 | 2000 | 2000 | 2000 | - | - |
| 48 | Hope Park Centenary Celebrations 2027 FUND | 0 | 2000 | 2000 | 0 | - 2,000 | - |
| 49 | Parks Strategy Day (New) - Trustees & Staff | 0 | 0 | 0 | 100 | 100 | - |
| | | | | | | | |
| 50 | **TOTAL EXPENDITURE:** | **196838** | **202743** | **193837** | **214456** | 11,713 | 5.8 |

| | Income: | AGREED Budget 25/26 | AGREED Budget 26/27 | Estimated Out Turn 26/27 | DRAFT Budget 27/28 | £ Inc/red Agreed 26/27 to draft 27/28 | % Inc/red Agreed 26/27 to draft 27/28 |
|---|---|---|---|---|---|---|---|
| 51 | Games - Licence to Occupy | 184799 | **191821** | 191821 | **198151** | 6,330 | 3.3 |
| 52 | Rent for Buildings - Café, Golf Hut & Toilets | 25000 | 27000 | 27000 | 27000 | - | - |
| 53 | Bank/investment interest | 3000 | 4500 | 4500 | 4500 | - | - |
| 54 | Donations & Money Spinner - General Fund | 150 | 150 | 150 | 150 | - | - |
| 55 | Bird/Squirrel Feed Station Donations | 300 | 300 | 300 | 300 | - | - |
| 56 | Hire of Park | 750 | 750 | 750 | 750 | - | - |
| 57 | Max Donations - General Fund - **Designated** | 4000 | 3000 | 3000 | 3000 | - | - |
| 58 | Gift Aid/Just Giving | 150 | 150 | 150 | 150 | - | - |
| | | | | | | | |
| 59 | **TOTAL INCOME:** | **218149** | **227671** | **227671** | **234001** | 6,330 | 2.8 |
| | | | | | | | |
| 60 | **SURPLUS/deficit** | **21311** | **24928** | **33834** | **19545** | - 5,383 | - 21.6 |

| | **Max the Miracle Dog donations - GENERAL FUND** | | |
|---|---|---|---|
| 61 | ***Balance as at 31st March 2026*** | **45,439** | |
| 62 | Expenditure | - 5,590 | (-) |
| 63 | Income | 1,885 | (+) |
| 64 | ***Balance to date*** | **41,734** | |
| 65 | ***SPEND 2027/28*** | | |
| 66 | Hope Centenary | 6,000 | (-) |
| | | | (-) |
| | | | (-) |

| **Designated/Restricted Fund Balances** | |
|---|---|
| **Development & Equipment Fund** | 37,600 |
| **Building Fund** | 14,049 |
| **Memorial Seats & Tree Fund** | 1,126 |
| **Camelia Fund** | 286 |

| **Earmarked Reserves** | | |
|---|---|---|
| **Contribution to future Hire Purchase/Capital spend - Earmarked** | - | **£4,800 MOVED TO D&E FUND - AGREED** |
| **Contribution to future Parks Van - Hire Purchase - Earmarked** | 16,400 | |

**FITZ PARK**

**BUDGET ESTIMATES 2027/2028 - DRAFT**

| | Expenditure: | AGREED Budget 25/26 | AGREED Budget 26/27 | Estimated Out Turn 26/27 | DRAFT Budget 27/28 | £ Inc/red Agreed 26/27 to draft 27/28 | % Inc/red Agreed 26/27 to draft 27/28 |
|---|---|---|---|---|---|---|---|
| 1 | Materials | 3,500 | 4000 | 4000 | 4000 | - | - |
| 2 | Games Equipment - Including CSA | 300 | 1800 | 1800 | 500 | - 1,300 | - 72.2 |
| 3 | Repairs - Paths, fences & walls | 5,000 | 10000 | 10000 | 5000 | - 5,000 | - 50.0 |
| 4 | Repairs - Buildings | 3,000 | 3000 | 3000 | 3000 | - | - |
| 5 | Repairs - Greens and courts | 3,000 | 4000 | 4000 | 4000 | - | - |
| 6 | Repairs & Maintenance - children's play area | 4,000 | 4000 | 4000 | 4000 | - | - |
| 7 | Repairs - Bridges (Wivell & Knights) | 250 | 3500 | 3500 | 20000 | 16,500 | 471.4 |
| 8 | Fire Risk Assessment provision | 700 | 700 | 500 | 500 | - 200 | - 28.6 |
| 9 | Trade refuse | 4,000 | 4500 | 4500 | 4500 | - | - |
| 10 | Plants, trees & shrubs | 500 | 500 | 500 | 1000 | 500 | 100.0 |
| 11 | Fertiliser | 1,500 | 1800 | 1800 | 2000 | 200 | 11.1 |
| 12 | Electricity | 7,000 | 7000 | 6500 | 7000 | - | - |
| 13 | CSA Electricity | 1,000 | 800 | 800 | 800 | - | - |
| 14 | CSA Expenditure | 1,100 | 1100 | 1100 | 1100 | - | - |
| 15 | Water Rates | 4,500 | 4500 | 3000 | 3500 | - 1,000 | - 22.2 |
| 16 | Wages **(Management)** | 26,444 | 23888 | 23686 | 25413 | 1,525 | 6.4 |
| 17 | Wages, NI & SA **(Snr Gardener & Gardener & Grounds Maint)** | 97,825 | 115002 | 108974 | 118875 | 3,873 | 3.4 |
| 18 | Wages - Cleaner | 800 | 800 | 800 | 800 | - | - |
| 19 | Project Manager - Play Area etc | 4,000 | 0 | 0 | 0 | - | - |
| 20 | Grass cutting - outside contract - *inc Townsfield from 2024* | 9,366 | 9366 | 9366 | 11049 | 1,683 | 18.0 |
| 21 | Admin and on costs - **(30%)** | 34,000 | 48964 | 48964 | **49000** | 36 | 0.1 |
| 22 | Insurance | 7,300 | 7000 | 6363 | 7000 | - | - |
| 23 | Advertising & Staff Recruitment | 700 | 700 | 700 | 700 | - | - |
| 24 | Car Park - Management Fee & Maintenance | 12,200 | 14600 | 15800 | 15800 | 1,200 | 8.2 |
| 25 | Audit fee & Accounts Preparation | 950 | 1000 | 1738 | 1800 | 800 | 80.0 |
| 26 | Tools | 2,000 | 4000 | 4000 | 3500 | - 500 | - 12.5 |
| 27 | Health and Safety | 400 | 400 | 400 | 400 | - | - |
| 28 | Future Development Fund | 12,500 | 0 | 0 | 10000 | 10,000 | - |
| 29 | Signs Expense | 700 | 700 | 700 | 700 | - | - |
| 30 | Tree Work - *inc Townsfield* | 4,000 | 8000 | 8000 | 11000 | 3,000 | 37.5 |
| 31 | Workwear | 1,600 | 1600 | 1600 | 1600 | - | - |
| 32 | Contingency | 2,500 | 2500 | 2500 | 2500 | - | - |
| 33 | Professional Fees | 3,000 | 3000 | 2300 | 3000 | - | - |
| 34 | Maintenance | 2,500 | 2500 | 2500 | 3000 | 500 | 20.0 |
| 35 | BMX Track Expenditure | 500 | 500 | 500 | 500 | - | - |
| 36 | Bank Charges | 500 | 500 | 350 | 350 | - 150 | - 30.0 |
| 37 | STAFF Training | 2,500 | 1500 | 1500 | 2000 | 500 | 33.3 |
| 38 | Staff Recognition | 250 | 250 | 250 | 250 | - | - |
| 39 | Trustee Training | 200 | 0 | 0 | 0 | - | - |
| 40 | Fuel | 4,000 | 4000 | 4000 | 4000 | - | - |
| 41 | Repairs - Machinery | 1,800 | 2000 | 2000 | 3000 | 1,000 | 50.0 |
| 42 | Outdoor Gym | 500 | 500 | 500 | 500 | - | - |
| 43 | Climate Change costs | 1,000 | 1000 | 1000 | 500 | - 500 | - 50.0 |
| 44 | Townsfield | 3800 | 3800 | 3800 | 4500 | 700 | 18.4 |
| 45 | Internet & O365 | 2000 | 1000 | 750 | 800 | - 200 | - 20.0 |
| 46 | Station Road Railings - Painting | 6000 | 6000 | 6000 | 6000 | - | - |
| 47 | Worknest - H&S and HR Support | 1,336 | 1624 | 1604 | 1668 | 44 | 2.7 |
| 48 | Contribution towards Play Area Development Fund | 5000 | 5000 | 5000 | 5000 | - | - |
| 49 | Wivell & Knight's Bridge - Earmarked Fund | 5000 | 5000 | 5000 | 5000 | - | - |
| 50 | Future Development in the Park | 0 | 10000 | 10000 | 10000 | 0 | - |
| 51 | Parks Strategy Day (New) - Trustees & Staff | 0 | 0 | 0 | 100 | 100 | - |
| 52 | Tour de France Event | 0 | 0 | 0 | 1000 | 1000 | |
| | | | | | | | |
| 53 | **Total Expenditure:** | **296,521** | **337894** | **329645** | **372205** | 34,311 | 11.6 |

| | Income: | AGREED Budget 25/26 | AGREED Budget 26/27 | Estimated Out Turn 26/27 | DRAFT Budget 27/28 | £ Inc/red Agreed 26/27 to draft 27/28 | % Inc/red Agreed 26/27 to draft 27/28 |
|---|---|---|---|---|---|---|---|
| 54 | Café HNW Rent | 4,200 | 4200 | 5150 | **6200** | 2,000 | 47.6 |
| 55 | Cafe HNW - Games Income | - | 0 | 2500 | **2700** | 2,700 | - |
| 56 | Café HNW - Utilities | 2,500 | 4000 | 5000 | **5000** | 1,000 | 25.0 |
| 57 | Crosthwaite Road Car Park | 45,000 | 55000 | 60000 | 60000 | 5,000 | 9.1 |
| 58 | Wayleaves | 33 | 33 | 33 | 33 | - | - |
| 59 | Insurance Reimbursements | 1,400 | 1400 | 1972 | 1900 | 500 | 35.7 |
| 60 | Hire of Fitz Park | 1,000 | 1000 | 2975 | 2500 | 1,500 | 150.0 |
| 61 | Donations | 200 | 100 | 100 | 100 | - | - |
| 62 | Tennis Club - Licence Agreement | 1,700 | 2500 | 2500 | 2500 | - | - |
| 63 | Football Club - Lease | 1,000 | 1000 | 1000 | 1000 | - | - |
| 64 | Car Park Levy - Football Club | 10,000 | 11000 | 13200 | 12000 | 1,000 | 9.1 |
| 65 | CSA Electricity | 400 | 400 | 400 | 400 | - | - |
| 66 | Play Area Donations | 200 | 200 | 200 | 200 | - | - |
| 67 | Bank/Investment Interest & Loyalty Reward | 2,000 | 3000 | 3600 | 3500 | 500 | 16.7 |
| 68 | Gift Aid/Just Giving | 500 | 200 | 200 | 200 | - | - |
| 69 | Allerdale Lottery | 400 | 500 | 650 | 600 | 100 | 20.0 |
| 70 | Tour de France Event - TBC 2nd to 4th July | - | 0 | 0 | 1000 | 1,000 | - |
| | | | | | | - | |
| 71 | **Total Income:** | **70,533** | **84533** | **99480** | **99833** | 15,300 | 21.7 |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 72 | **NET EXPENDITURE DEFICIT** | **- 225,988** | **-253361** | **-230165** | **-272372** | - 19,011 | 8.4 |
| | **Adjustment** | | | | | | |
| | **TOTAL TO BE PAID TO FITZ FROM KTC WHEN PRECEPT PAID** | **- 225,988** | **-253361** | **-230165** | **-272372** | | |

| | Designated Fund & Project Balances | | Spend 27/28 |
|---|---|---|---|
| 73 | **Sinking Fund** | 100,000 | |
| 74 | **Future Developments Fund** | 90,212 | ***Painting & Works Wivell Bridge & Replacement wooden wall Silver Bridge*** |
| 75 | **New Play Area Fund** | 112,818 | |
| 76 | **BMX Track** | 732 | |
| 77 | **Memorials Fund - Trees & Benches** | 1,627 | |
| 78 | **Sensory Garden (Wivell Park)** | 1,320 | |
| 79 | **Outdoor Gym** | 2,811 | |
| 80 | **Tree Carving** | 441 | |

**HOPE PARK**

**Budget 1st April 2026 to 31st March 2027**

**Budget Summary as at 30th September 2026 - 2nd Quarter**

| Expenditure: | AGREED Budget 26/27 | Expenditure to 30.09.26 | % of budget spent | *Budget Remaining* | |
|---|---|---|---|---|---|
| Golf Cups & tee Mats | 600 | 0 | 0 | *600* | |
| Tools | 2000 | 415 | 21 | *1585* | |
| Materials | 2500 | 1278 | 51 | *1222* | |
| Maintenance | 2500 | 229 | 9 | *2271* | |
| Repairs - Paths/fences | 5000 | 441 | 9 | *4559* | |
| Repairs - Buildings | 3000 | 882 | 29 | *2118* | |
| Repairs - Course | 1500 | 1250 | 83 | *250* | |
| Repairs - Machinery | 3000 | 239 | 8 | *2761* | |
| Repairs - Van service/repairs | 1500 | 574 | 38 | *926* | |
| Fire Risk Assessment provision | 500 | 0 | 0 | *500* | |
| Fuel and licences | 4750 | 1973 | 42 | *2777* | |
| Plants & Compost | 4800 | 1829 | 38 | *2971* | |
| Trees and shrubs | 600 | 0 | 0 | *600* | |
| Fertilisers | 850 | 121 | 14 | *729* | |
| Electricity and heating oil | 4000 | 614 | 15 | *3386* | |
| Water rates | 900 | 301 | 33 | *599* | |
| Wages **(Gardeners)** | 67288 | 30978 | 46 | *36310* | |
| Wages **(Management)** | 23888 | 11844 | 50 | *12044* | |
| Wages (Cleaner) | 800 | 195 | 24 | *605* | |
| Admin and on costs - **20%** | **32643** | 12790 | 39 | *19853* | |
| Insurance (including Trustees Indemnity) | 4500 | 3667 | 81 | *833* | |
| Telephone | 650 | 229 | 35 | *421* | |
| Advertising - Including Staff Recruitment | 600 | 941 | 157 | *-341* | |
| Trade Refuse Collection | 2500 | 616 | 25 | *1884* | |
| STAFF Training costs | 2000 | 0 | 0 | *2000* | |
| Staff Recognition | 250 | 0 | 0 | *250* | |
| Workwear | 1500 | 366 | 24 | *1134* | |
| Equipment | 400 | 0 | 0 | *400* | |
| Audit Fee & Accounts Preparation | 1000 | 0 | 0 | *1000* | |
| Bird/squirrel feeding station | 400 | 0 | 0 | *400* | |
| Contingency | 2500 | 0 | 0 | *2500* | |
| Health and Safety | 800 | 0 | 0 | *800* | |
| Computer equipment & subscriptions | 800 | 0 | 0 | *800* | |
| Web & Internet Costs | 500 | 203 | 41 | *297* | |
| Tree Work & Surveys | 4500 | 0 | 0 | *4500* | |
| Professional Fees | 750 | 0 | 0 | *750* | |
| Signs Expense | 1000 | 0 | 0 | *1000* | |
| Drainage (filling) work to fairway | 1000 | 0 | 0 | *1000* | |
| Contribution to future Parks Van - Hire Purchase - **Earmarked** | 4100 | 4100 | 100 | *0* | **Earmarked top up** |
| Climate Change costs | 150 | 0 | 0 | *150* | |
| Sewage Pumps - Essential maintenance | 1000 | 1000 | 100 | *0* | |
| Contribution to Building Fund | 2600 | 2600 | 100 | *0* | PAPER EXERCISE |
| Contribution to Development & Equipt Fund | 1000 | 1000 | 100 | *0* | PAPER EXERCISE |
| Worknest - H&S and HR Support | 1624 | 1603 | 99 | *21* | |
| Sculpture adj to Café | 2000 | 2000 | 100 | *0* | PAPER EXERCISE |
| Hope Park Centenary Celebrations 2027 | 2000 | 2000 | 100 | *0* | PAPER EXERCISE |
| | | | | | |
| **TOTAL EXPENDITURE:** | **202743** | **80,675** | 40 | *122,068* | |

| Income: | AGREED Budget 26/27 | Actual Income to 30.0.26 | % of budget Income | *Budget Remaining* |
|---|---|---|---|---|
| Games - Licence to Occupy | **191821** | 164418 | 86 | *27,403* |
| Rent for Buildings - Café, Golf Hut & Toilets | 27000 | 23142 | 86 | *3,858* |
| Bank/investment interest | 4500 | 3130 | 70 | *1,370* |
| Donations & Money Spinner - General Fund | 150 | 125 | 83 | *25* |
| Bird/Squirrel Feed Station Donations | 300 | 95 | 32 | *205* |
| Hire of Park | 750 | 750 | 100 | *0* |
| Max Donations - General Fund - **Designated** | 3000 | 1886 | 63 | *1,114* |
| Gift Aid/Just Giving | 150 | 162 | 108 | *-12* |
| | | | | |
| **TOTAL INCOME:** | 227671 | **193708** | 85 | *33,963* |

| | | |
|---|---|---|
| **SURPLUS/deficit** | **24928** | **113033** |

| **Max the Miracle Dog donations - GENERAL FUND** | | |
|---|---|---|
| ***Balance as at 31st March 2026*** | **45,439** | |
| Expenditure | - 5,590 | (-) |
| Transfer | - | (-) |
| Income | 1,886 | (+) |
| ***Balance to date*** | **41,735** | |

| **Designated/Restricted Fund Balances** | |
|---|---|
| **Development & Equipment Fund** | 37,600 |
| **Building Fund** | 14,049 |
| **Memorial Seats & Tree Fund** | 1,126 |
| **Camelia Collection - Restricted** | 286 |
| **Centenary Sculpture & Celebrations** | 4,000 |

**FITZ PARK**

**1st April 2026 - 31st March 2027**

**Budget Summary as at 30 September 2026 - 2nd Quarter**

| **Expenditure:** | **AGREED Budget 26/27** | **Expenditure to 30.09.26** | **% of budget spent** | *Budget Remaining* | |
|---|---|---|---|---|---|
| Materials | 4000 | 1234 | 31 | *2766* | |
| Games Equipment - Including CSA | 1800 | 111 | 6 | *1689* | |
| Repairs - Paths, fences & walls | 10000 | 2604 | 26 | *7396* | |
| Repairs - Buildings | 3000 | 281 | 9 | *2719* | |
| Repairs - Greens and courts | 4000 | 2234 | 56 | *1766* | |
| Repairs & Maintenance - children's play area | 4000 | 2813 | 70 | *1187* | |
| Repairs - Bridges (Wivell & Knights) | 3500 | 0 | 0 | *3500* | |
| Fire Risk Assessment provision | 700 | 0 | 0 | *700* | |
| Trade refuse | 4500 | 1763 | 39 | *2737* | |
| Plants, trees & shrubs | 500 | 0 | 0 | *500* | |
| Fertiliser | 1800 | 332 | 18 | *1468* | |
| Electricity | 7000 | 2776 | 40 | *4224* | |
| CSA Electricity | 800 | 293 | 37 | *507* | |
| CSA Expenditure | 1100 | 90 | 8 | *1010* | |
| Water Rates | 4500 | 1052 | 23 | *3448* | |
| Wages **(Management)** | 23888 | 11843 | 50 | *12045* | |
| Wages, NI & SA **(Snr Gardener & Gardener & Grounds Maint)** | 115002 | 54488 | 47 | *60514* | |
| Wages - Cleaner | 800 | 195 | 24 | *605* | |
| Grass cutting - outside contract - *inc Townsfield from 2024* | 9366 | 9186 | 98 | *180* | |
| Admin and on costs - **2026/27 (30%)** | 48964 | 19186 | 39 | *29778* | |
| Insurance | 7000 | 6363 | 91 | *637* | |
| Advertising & Staff Recruitment | 700 | 700 | 100 | *0* | |
| Car Park - Management Fee & Maintenance | 14600 | 9055 | 62 | *5545* | |
| Audit fee & Accounts Preparation | 1000 | 0 | 0 | *1000* | |
| Tools | 4000 | 2707 | 68 | *1293* | |
| Health and Safety | 400 | 0 | 0 | *400* | |
| Signs Expense | 700 | 95 | 14 | *605* | |
| Tree Work - *inc Townsfield* | 8000 | 2105 | 26 | *5895* | |
| Workwear | 1600 | 308 | 19 | *1292* | |
| Contingency | 2500 | 0 | 0 | *2500* | |
| Professional Fees | 3000 | 1100 | 37 | *1900* | |
| Maintenance | 2500 | 794 | 32 | *1706* | |
| BMX Track Expenditure | 500 | 90 | 18 | *410* | |
| Bank Charges | 500 | 95 | 19 | *405* | |
| STAFF Training | 1500 | 0 | 0 | *1500* | |
| Staff Recognition | 250 | 0 | 0 | *250* | |
| Fuel | 4000 | 1267 | 32 | *2733* | |
| Repairs - Machinery | 2000 | 1012 | 51 | *988* | |
| Outdoor Gym | 500 | 90 | 18 | *410* | |
| Climate Change costs | 1000 | 0 | 0 | *1000* | |
| Townsfield | 3800 | 400 | 11 | *3400* | |
| Internet & O365 | 1000 | 244 | 24 | *756* | |
| Station Road Railings - Painting | 6000 | 0 | 0 | *6000* | |
| Worknest - H&S and HR Support | 1624 | 1603 | 99 | *21* | |
| Contribution towards Play Area Development Fund | 5000 | 5000 | 100 | *0* | PAPER EXERCISE |
| Wivell & Knight's Bridge - Earmarked Fund | 5000 | 5000 | 100 | *0* | PAPER EXERCISE |
| Future Development | 10000 | 10000 | 100 | *0* | PAPER EXERCISE |
| Townsfield - Pollard Lime Trees along Penrith Road | 10000 | 0 | 0 | *10000* | |
| | | | | | |
| **Total Expenditure:** | **347894** | **158509** | 46 | ***189,385*** | |

| **Income:** | **AGREED Budget 26/27** | **Income to 30.09.26** | **% of budget income** | *Budget Remaining* | |
|---|---|---|---|---|---|
| Licence Fee - Games & Catering | **4200** | 2574 | 61 | *1626* | |
| Café HNW - Utilities | **4000** | 2505 | 63 | *1495* | |
| Crosthwaite Road Car Park | 55000 | 42643 | 78 | *12357* | |
| Wayleaves | 33 | 33 | 100 | *0* | |
| Insurance Reimbursements | 1400 | 1973 | 141 | *-573* | |
| Hire of Fitz Park | 1000 | 2975 | 298 | *-1975* | |
| Donations | 100 | 0 | 0 | *100* | |
| Tennis Club - Licence Agreement | 2500 | 2500 | 100 | *0* | |
| Football Club - Lease | 1000 | 0 | 0 | *1000* | |
| Car Park Levy - Football Club | 11000 | 13209 | 120 | *-2209* | |
| CSA Electricity | 400 | 2000 | 500 | *-1600* | *Inc donation* |
| Play Area Donations | 200 | 0 | 0 | *200* | |
| Bank/Investment Interest & Loyalty Reward | 3000 | 1539 | 51 | *1461* | |
| Gift Aid/Just Giving | 200 | 459 | 230 | *-259* | |
| Allerdale Lottery | 500 | 351 | 70 | *149* | |
| | | | | *0* | |
| | | | | *0* | |
| **Grant from Keswick Town Council*** | 243361 | 243361 | 100 | *0* | |
| **Grant from Cumberland Council*** | 20000 | 20000 | 100 | *0* | |
| ****(to cover deficit)*** | | | | | |
| **Total Income:** | **347894** | **336122** | 97 | *11,772* | |

| | | |
|---|---|---|
| **NET SURPLUS/DEFICIT** | **0** | **177613** |

| **Designated Fund & Project Balances** | |
|---|---|
| **Sinking Fund** | 100,000 |
| **Future Developments Fund** | 91,130 |
| **New Play Area** | 111,556 |
| **BMX Track** | 732 |
| **Memorials Fund - Trees & Benches** | 1,627 |
| **Sensory Garden (Wivell Park)** | 1,320 |
| **Outdoor Gym** | 2,811 |
| **Tree Carving** | 441 |

KESWICK PARKS CHARITABLE TRUSTS
12 NOVEMBER 2026

**Banners on railings of both parks**

In recent months, the number of banners which are on the railings at Fitz Park and Hope Park are generally on the increase, which has led to some complaints coming in to us.

This has the potential to affect organisations such as Theatre by the Lake, as they normally have a banner up year round on Hope Park railings, advertising their latest show (they also have a noticeboard within the footprint of Hope Park itself, again advertising the show); the Alhambra's cinema's banner, as that is a commercial entity, not a charity or local organisation; Café HNW, who have at least one banner on Fitz Park railings at all time, plus the Museum. We also need to have a look at the banners advertising the Play Area Appeal, to ensure that we are being fair to all.

This is the information from the Planning Portal, a government provided website regarding the nature of advertising banners

> *You may need to apply for advertisement consent to display an advertisement bigger than 0.3 square metres (or any size if illuminated) on the front of, or outside, your property (be it a house or business premises).*
>
> *Therefore, you are unlikely to need consent for a small sign with your house/building name or number on it, or even a sign saying 'Beware of the dog'.*
>
> *Temporary notices up to 0.6 square metres relating to local events, such as street parties and concerts, may also be displayed for a short period. There are different rules for estate agents' boards, but, in general, these should not be bigger than 0.5 square metres.*
>
> *The planning regime for larger, professional adverts, signs for businesses and so on is complex though all outdoor advertisements must comply with five 'standard conditions'.*
>
> *They must:*
>
> - *be kept clean and tidy;*
> - *be kept in a safe condition;*
> - *have the permission of the owner of the site on which they are displayed (this includes the Highway Authority if the sign is to be placed on highway land);*
> - *not obscure, or hinder the interpretation of, official road, rail, waterway or aircraft signs, or otherwise make hazardous the use of these types of transport;*
> - *be removed carefully where so required by the planning authority.*

I would suggest the following be put into place:

- No commercial entities allowed – I have enclosed a banner policy which was developed when we used to display banners in Market Square, from the Moot Hall, which was discontinued in 2021, following an agreement with the Moot Hall.
- Keswick based community groups/organisations and charities only

- Maximum of three banners per park to be in place at any one time, and only one per organisation
- 28 day period only with a maximum of 3 requests per year, to allow fairness to all
- First come, first served basis, however Keswick Parks/Town Council banners must take priority
- Banners placed on the railings without prior knowledge will be removed and kept safely for collection by the group who placed the banner
- All banners must comply with current advertising regulations – the information is available here Outdoor advertisements and signs: a guide for advertisers. As a rule, it does start that the landlord's permission must be given, and a sign can go up for no more than 28 days before an event, and must be removed within 14 days after.

There should also be a question of whether we wish to charge for the use of our railings. Our previous event banners policy charged £50 per week + VAT.

Trustees are asked to consider how they would like to approach this. It is a complex issue, and has the potential to upset a lot of people who have been using the goodwill of the park to advertise on the park railings for free. At least if we have a policy, we can enforce fairness across all users.

Vivien Little
3 November 2026

**Events Banner Policy - Terms, Conditions & Agreement**

**DISCONTINUED 2021**

## 1. Location of Banners

The only locations in the Market Square area permitted for events banners, relating to this policy, are the following areas: -

i. Between the Moot Hall and Mountain Warehouse, Market Square
ii. Between Keswick Reminder (GW McKanes) and Lakes Bar, Station Street

***Area between the Moot Hall and Ye Olde Friars not be used under any circumstances***

The events banners must be displayed by using the existing catenary wires owned by Keswick Town Council.

## 2. Type of Advertising

The types of banners permitted are to advertise Keswick events **only** and under no circumstances be allowed to advertise private sector or commercial businesses (profit making companies).

***Note:*** *Private sector or commercial businesses (profit making companies), name, company logo or symbols cannot appear on the banners* ***under any circumstances****. A website address however could be placed on the banner.*

The event's organisers are responsible for purchasing the events banners which must comply with the prohibitions and regulations stated in this policy.

## 3. Prohibitions

Event's organisers must recognise that public sector organisations cannot permit advertising which is sexual in nature, which features partial or complete nudity or which appears to promote or give undue publicity to illegal or just 'inappropriate' behaviour or lifestyles.

Humour in advertising is also to be approached with caution since humour can often mock specific groups of citizens or poke fun at particular types of behaviour or situations. Even if kindly and affectionately done, such mockery would not be acceptable in an area provided by a public sector organisation.

If there is any doubt at all that the style or content of the creative may be unsuitable for display please contact Keswick Town Council before making arrangements to have the banner made and displayed.

The banners must not include the specific categories of organisations, products or services as mentioned below: -

i. Advertising associated with firearms or ammunition

ii. Pornography, nudity or adult content
iii. Direct advertising of Tobacco, gambling or alcohol
iv. Political organisations

Keswick Town Council reserves the right to reject, or remove any advertising events banner without first giving notice to the affected event's organiser. The event's organiser will be informed and given the reasons for removal when such a decision is taken.

Advertisers must comply with the rules and regulations of the Advertising Standards Authority.

## 4. Booking the Space

Requests for booking a space for an events banner must be made in writing, by the event's organisers, to Keswick Town Council, 50 Main Street, Keswick, Cumbria, CA12 5JS. The requests will be accepted on a first come first served basis and annual events must not presume that a booking will be automatically made each year, event's organisers must make an annual request.

The booking request must include the name of the event, brief details of the event, the date the banner will be both installed and dismantled and a contact name, address and daytime telephone number for the event organiser.

*Please note: A maximum of 1 banner space per event can be booked by event organisers.*

## 5. Installation & Dismantling of Banners

Event organisers are responsible for organising the installation and dismantling of the events banners, including all associated costs involved (including any additional/contingency costs involved when the banner(s) are in situ) . The competent contractor using a 'cherry picker' must carry out the works and under no circumstances must ladders be used.

Organisations **must** use Keswick Town Council approved contractors, licenced by Cumbria County Council. The details for the contractor are as follows:-

Eric Nicholson
Eric Nicholson Transport
Grassmoor House
Lorton Road
Cockermouth
CA13 9TQ
Tel: 01900 819101
Mobile 0758 777 4540
eric.nicholsoncockermouth@gmail.com.

## 6. Regulations

Event organisers are responsible for abiding by all regulations relating to advertising temporary events.

Keswick Town Council has been granted Advertisement Consent for the banner spaces noted in this policy, the application stated the following details relating to the banners:-

- The dimensions of the proposed advertisement (H x W x D) – 1.4m x 7m x 5mm

- The maximum height of any of the individual letters and symbols – 50cm
- The colour of the text and background – this will vary with each event
- Materials of the proposed banners – PVC or polytextile
- All banners must have air vents/wind slits in them to reduce any damage to either the banners and wires in periods of adverse weather

Legally you can display your advertisement 28 days before the event. But to minimise visual clutter in the Lake District we ask that you only put it up 16 days before and take it down within two days of the event finishing. Event banners cannot be illuminated in anyway.

## 7. Advertising Rates

The rate for displaying an events banner is as follows: -

£50 per banner space per week + VAT

This amount will be invoiced directly to the event organisers and must be paid at least one week prior to the banner being displayed. A maximum of 1 banner space per event can be booked by event organisers.

**HIRER OF BANNER SPACE:**

I agree to abide by the above Terms & Conditions and will indemnify Keswick Town Council against all claims arising.

| | |
|---|---|
| **Name of Organisation** | |
| **Address** | |
| **Contact Name** | |
| **Daytime Contact Number** | |
| **Authorised Signatory** | |
| **Print** | |
| **Date** | |
| **Date of Banner Installation (Dates must be between - 1st April to 31st October – ONLY)** | |
| **Date of Banner Dismantle (Dates must be between - 1st April to 31st October – ONLY)** | |
| **Banner Location (see Section 1)** | |

The following documentation **must** be returned with the completed and signed agreement:-

- A copy of your public liability insurance

**Completed bookings form must be returned or emailed to:-**

Ania Mlynczak – Administration & Finance Assistant

Keswick Town Council
50 Main Street
Keswick
Cumbria
CA12 5JS
**Email:** office@keswicktowncouncil.gov.uk

SAMPLE