

## KIRKBY STEPHEN TOWN COUNCIL

Town Councillors are hereby summonsed to a meeting of the Council to be held in the Local Links Meeting Room on Tuesday 7<sup>th</sup> November at 6.45pm.



Mrs. Jeanette Cooper, Clerk  
**1<sup>st</sup> November 2017**

Kirkby Stephen Town Council  
Local Links, Vicarage Lane

Kirkby Stephen, Cumbria, CA17 4QX

Tel: 017683 74854 [ccc@kirkbystephen.f9.co.uk](mailto:ccc@kirkbystephen.f9.co.uk)

### AGENDA

#### Public Participation

Allocation of five minutes for members of the public to raise issues, questions or comments.

#### District and County Councillors Participation

Allocation of five minutes for District and County Councillors to raise issues, questions or comments.

#### Community Policeman

Allocation of five minutes for the Community Police team to raise issues, questions or comments.

#### **A1 Apologies - To receive and record with reason, any **apologies for absence****

**A2 To confirm the minutes of the meeting held on 3<sup>rd</sup> October 2017 as a correct record (copy enclosed)**

**A3 To receive declarations of interest in respect of items on this agenda.**

#### **A4 Planning**

**To consider & comment on the following applications submitted to Eden District for approval:**

17/0841 – Moorlands Farm. Proposed roof over existing open silage clamp area.

17/0870 – Greystones East, South Road. Construction of a residential dwelling.

17/0882 – Kirkby Stephen Parish Church. Repollard 6 x Lime trees and crown raise Ash to clear BT by 3m.

17/0885 – Skywalk House, South Road. Proposed change of use of training room and storage to form 2 flats on the first floor.

17/0907 – Garage/Lock up Croft Street

17/0918 – Manor House, Mellbecks. Tree works, remove Laburnum tree from front garden.

17/0923 – Pennine View Caravan Park. Proposed change of use of former goods shed to events barn including external alterations.

**To note the following decisions:**

16/0224 – Land off Croglam Park, **approved**

17/0075 – Potlands, **approved**

17/0073 – Land off Christian Head, **approved**

17/0123 – 121 High Street, **approved**

17/0263 – Whitehouse Farm, **approved**

17/0278 – Co-operative, **approved**

17/0325 – Hendricks House, **approved**

17/0394 – Pennine View Caravan Park, **approved**

17/0571 – Manor House, **approved**

17/0473 – The Granary, **approved**

17/0380 – 3 Market Square, **approved**

17/0477 – Barn, Croft Street, **approved**

17/0683 – 18-20 Market Street, **approved**

17/0503 – Cricket Club, **approved**

17/0496 – Greystones East, **refused**

#### **A5 Eden Local Plan**

To receive, if any, an update on the Eden Local Plan.

#### **A6 Carr House Neighbourhood Development Order**

To note that the YDNPA has published its decision statement and all the background information for Carr House NDO at: <http://www.yorkshiredales.org.uk/living-and-working/planning-policy-section/local-planning-policy-eden/ndo-consultation-documents>

To note that Eden District Council is arranging the Carr House referendum for **Thursday 22nd February 2018.**

The publication of the information statement for the referendum will be 15 January 2018.

#### **A7 Affordable Housing**

Copy letter and information from Prospus herewith. To receive and consider the information. To consider writing a letter of support for the initial phase of the project to Eden District Council. To nominate a representative to be involved/informed of the project as it progresses to allow feedback to the Town Council.

#### **A8 Devolution of Services from Eden District Council**

To receive, if any, an update on progress.

#### **A9 Portfolio Report – Town Council Administration Cllr Mrs. Johnstone**

- a. C&CC – website upgrade, copy report herewith. To receive and consider authorising a redesign and rebuild of the website as recommended in the report at a cost of £3660 + VAT. Cost includes design and build of the new website, hosting to include SSL certificate, software upgrades & maintenance and training & support.
- b. To authorise the purchase of a book token at a cost of £25 for Mr. K Morrison as a thank you for reading the Market Charter from the Chairman’s fund.

**A10 Portfolio – Community Planning, Cllr Mr. Birtles/ Cllr Mrs. Lumley**

- a) YDNP – Park Management Plan: Annual Forum, to consider participating in the forum to be held on 23<sup>rd</sup> November 1pm- 4pm in Ingleton
- b) Upper Eden Community Plan review – to consider a request for Councillors to give their thoughts on the Strengths, Weaknesses, Opportunities and Threats and their priorities for KS
- c) Citizens Advice Bureau – to consider how to encourage a presence in the town

**A11 Portfolio – Community, Cllr. Mr. Richardson**

To receive an update on activities

**A12 Portfolio – Highways, Cllr Mrs. Sowerby**

- a. Bus Shelter – to consider approving a proposal from A Sandell to decorate the bus shelter outside HSBC in vinyl stickers with scenes from the surrounding area plus pictures of the available buses. It is expected that the cost of the stickers will be met from business sponsorship.
- b. To receive a report from Cllrs Sowerby and Richardson following a site visit to Kirkby Stephen with County Council officers on 30<sup>th</sup> October and to consider any further action required.
- c. Height restricted bridge, Midland Hill A685 – it has been reported that vehicles are missing/ignoring the warning signs about the height restriction and are posing a danger to the bridge and other road users. To consider action.
- d. To authorise approval for the purchase of a squirrel sign at a cost of £30 for placement on the B6259.
- e. Footway lights – to make a formal request to Eden District Council for the Town Council to take over ownership of light 78 on Faraday Road, which links Fountain Yard to Bloody Bones lane, the light is on the non-approved list for removal as it is attached to a building. If it is adopted by the Town Council it is recommended that the light is upgraded to LED using the funds raised by Enhance Hair and Beauty.
- f. To note the temporary closure of Lowmill Bridge on 20<sup>th</sup> November.
- g. To consider parking arrangements in Kirkby Stephen.

**A13 Portfolio – Open Spaces, Cllrs Mrs. Johnstone and Mrs. Thornton**

- a. To nominate a representative to attend the KS & District Walkers are Welcome AGM on 14<sup>th</sup> November at 2pm in the Mountain Rescue, Christian Head.
- b. Grass Cutting Contract – the contract has completed for 2017. Due to uncertainties over which areas of land the Council will be responsible for as part of the devolution of services it is not in a position to tender the contract on a three-year basis. It is proposed that a one-year contract is offered to the current contractor for 2018 with flexibility for adding new areas of land at additional cost. It is recommended that a new contract is drawn up for tender in July 2018 for 2019-2021.

**A14 Portfolio – Property, Cllr Mr. Marsh**

To receive an update on activities.

**A15 Portfolio – Tourism & Events, Cllr. Mr. Walker**

- a. To receive an update on activities.
- b. Traffic Survey – to receive an update and consider any further action.
- c. To note that the Christmas lights switch on will take place on Friday 1<sup>st</sup> December from 5.45pm

**A16 Accounts for payment to be passed**

To approve the accounts for payment, list to be circulated at the meeting.

**A17 Internal Audit**

To note that the six-month internal audit has been carried out. To receive and action any items raised.

**A18 Correspondence**

- To receive an invitation to the EDC Chairman’s Carol Service
- To receive a thank you letter from KSGS for sponsoring a prize at Presentation Day
- To receive an invitation to the Remembrance Service on 12<sup>th</sup> November.
- To receive an invitation to attend the CALC AGM on Saturday 18<sup>th</sup> November 10.30am at Carlisle Race Course.

**A19 Date of next meeting**

To note the date of the next meeting as Tuesday 5<sup>th</sup> December at 6.45pm, items for the agenda to be received by 27<sup>th</sup> November.

***Supporting documents and correspondence, except for confidential reports and correspondence, are available to view in the Community & Council Centre.***

**Minutes of the Meeting of Kirkby Stephen Town Council held in the Local Links Centre  
on Tuesday 3<sup>rd</sup> October 2017 at 6.45pm**

**Present:** Cllr. J Johnstone Chair (JJ), Cllrs Mr. A Birtles (AB), Mr. D Gilmour (DG), Mrs. G Lumley (GL), Mr. P Richardson (PR), Mrs. J Sowerby (JS), Mrs. D Thornton (DT) and Mr. M Walker (MW).

Also in attendance: Clerk, Herald Reporter, P Dew, T Ladhams, V Kendall and 4 members of the public

**Public Participation**

Nateby Parish Council has asked for the Town Council to provide funding to purchase a sign to warn traffic to be aware of squirrels in the road, Nateby is prepared to install the signs. The Council supported the idea in principle and agreed to put the item on the next agenda for ratification.

It was reported that a kerb stone is damaged outside McColl's. To be reported to Highways for action.

Mrs. Davenport advised the Council that Mr. Hooper had indicated at the September meeting that he would support a lower number of houses in the ELP for Kirkby Stephen, however this has not happened. The documents she has requested have not been made available, these included the rationale for the housing allocated to Kirkby Stephen, the rationale behind allocating housing from Alston and giving it to Kirkby Stephen and the updated matrix. She had been advised by EDC officers that to keep pressing Eden would delay the adoption of the ELP further and would leave Eden vulnerable to unwanted developments, therefore, she had decided to stop pursuing the matter. It was noted that the rates of development proposed for Kirkby Stephen were similar to those determined in the Upper Eden Neighbourhood Development Plan.

**District & County Councillors**

V Kendall advised the Council that Alston had presented a good case for reducing the number of allocated houses.

Mr. Dew reported on a number of matters he has attended as County Councillor for Kirkby Stephen. A copy of his report is available to view in the Local Links and a summary of the items raised below:

- Road safety at the junction of Station Road and Nateby Road – highways
- Flood Investigation Report 2015 – Croglam Park and Pennine View Caravan Site
- Primary School Classroom – request for additional funding for the Primary School
- Devolved Services – suggestion the Town Council seeks clarification on EDC's contribution to refurb of the toilets, running costs of the proposed LED footway lights, what will become of the un-adopted lights, will EDC continue to support coach parking
- S5 bus service
- Astro turf – reported that EDC is looking at making a grant and a suggestion this is pursued
- Appleby Horse Fair – concern regarding the increased cost of the Fair
- Bridging the Gap – under-funded and under threat, suggests the Town Council should think about how it can help its survival
- Eden Vision, Kirkby Stephen.

**Community Police**

The Community Police were not in attendance and there were no matters raised.

711	<b>Apologies for absence</b> Apologies for absence were received from Cllr Marsh due to work commitments. Cllr Mrs. Johnstone chaired the meeting until she left the meeting at 9pm. Cllr Richardson chaired the meeting from 9pm.	Action
712	<b>Minutes of previous meeting</b> <b>RESOLVED</b> that the minutes of Kirkby Stephen Town Council held on 5 <sup>th</sup> September (pages 17168-17172) be confirmed as a true record and signed by the Chair.	JJ
713	<b>Declarations of Interest</b> There were no <b>Declarations of Interests</b>	
714	<b>Planning</b> There were no planning applications to consider.	
715	<b>Eden Local Plan</b> Copy letter circulated with the agenda. A letter from Eden District Council calling for sites was received and noted. It was reported that the application for an outline development of 35 houses adjacent to Christian Head had received planning permission, therefore, this number of houses had been included in the housing allocation calculations for Kirkby Stephen in the Eden Local Plan. The ELP has been submitted to the Inspector.	
716	<b>Carr House</b> It was noted that the YDNPA has agreed to take the Carr House Neighbourhood Development Order to a referendum.	
717	<b>Eden Vision</b>	Clerk

	Copy draft vision circulated with the agenda. The draft vision for Kirkby Stephen was considered and amended for submission to Eden District Council.	
718	<p><b><u>Devolution and Transfer of Assets</u></b></p> <p>Copy report and recommendations of the working group following a meeting held on 26<sup>th</sup> September was circulated with the agenda. Two letters of comment from local residents were received and considered.</p> <ul style="list-style-type: none"> <li>• It was <b>RESOLVED</b> to accept the report. It was <b>AGREED</b> to seek clarification from Eden District Council about what funding is being offered over the three years.</li> <li>• Public toilets – it was agreed in principle to accept this service. It was noted that the standard of the toilets is not what it was and to seek an upgrade from Eden District Council before agreeing to take them over. It was agreed to seek clarification that the sewage problems have been resolved. It was agreed to meet with Paul Brunsdon to consider charging options. It was agreed to seek one off lump sums to meet the costs of a legionella risk assessment and electrical testing 5-year programme.</li> <li>• Stoneshot Car Park – it was agreed in principle to accept this service</li> <li>• Footway lights – It was agreed in principle to accept this service – the costs of the electric supply to an LED light is currently unknown, it was agreed to seek indemnity from Eden. It was agreed to encourage EDC to keep the un-adopted lights lit until they reach the end of their working life.</li> <li>• Play areas – Westgarth, it was agreed in principle to accept this service and look to increasing the play equipment to cater for a wider age range, the grassed area will be added to the current grass cutting contract. Play area adjacent to KSPS, it was agreed to explore this service further before making a decision. The park is currently unavailable during the day as the school locks the access gate due to safeguarding concerns, however, this could be rectified if the area was fenced separately. The equipment is in need of updating. It was agreed to speak with KSPS to seek its thoughts on the play area.</li> </ul>	Clerk
719	<p><b><u>Kirkby Stephen Cemetery</u></b></p> <p>The Council was asked to consider making a grant towards the costs of grit blasting and repainting the railings at the cemetery. The cost of the work is expected to cost approximately £5700 + VAT. It was agreed to support the request in principle. The Town Council had asked Eden District Council representatives at the Devolution meeting why the cemetery is not supported by EDC when it supports others in the district. EDC suggested that a formal request for funding is submitted for consideration and advised on possible grant funders for the work to the railings. <b>RESOLVED</b> to pass the information to the Kirkby Stephen Joint Burial Board and to write a letter to EDC requesting financial support to the cemetery.</p>	Clerk
720	<p><b><u>Portfolio Report – Town Council Administration Cllr Mrs. Johnstone</u></b></p> <p>a. Accounts package – Clerk reported having difficulties setting up the accounts package to meet the needs of the Council. Scribe has extended the trial period until November.</p> <p>b. Community &amp; Council Centre – It was reported that the Good Neighbours Scheme has received a Community grant from Cumbria County Council of £1500 to help pay for DBS checks, training for volunteers, advertising and promotion of the scheme. The Council expressed its thanks to CCC for the support.</p> <p>It was reported that the SLA funding from Eden District Council has been received. The Council thanked EDC for its support of the Centre.</p>	
721	<p><b><u>Portfolio – Community Planning, Cllr Mr. Birtles/ Cllr Mrs. Lumley</u></b></p> <ul style="list-style-type: none"> <li>• Cllr Birtles reported that he and Cllr Lumley attended the YDNPA Parish Forum. He recommended that the Council continues to be represented at the forum.</li> <li>• AB was advised that EDC had indicated at the devolution meeting that it may be prepared to negotiate a long-term lease on the Visitor Centre building on a peppercorn rent. Cllr Birtles reported that he has made an approach to O Shimell and options are being explored.</li> <li>• It was reported that the Community Plan Steering Group is to meet to begin the process of reviewing the Community Plan. EDC and CCC are supporting the process.</li> <li>• It was reported that a local sculptor has approached the Town Council with an offer to donate a bronze sculpture to celebrate the spirit of Lady Anne Clifford. The favoured location is the paved area outside the Visitor Centre. The project is to be self-funded through the sale of maquettes. The Town Council may be asked to hold funds for the project and the item would need to be listed as an asset and added to the Town Council insurance. <b>RESOLVED</b> to support the project in principle and to seek advice from CALC on the legalities of holding funds for the project.</li> </ul>	Clerk

722	<p><b><u>Portfolio – Community, Cllr. Mr. Richardson</u></b></p> <ul style="list-style-type: none"> <li>The Council received an invitation to attend the KSGS Presentation Day on 13<sup>th</sup> October. Cllr M Walker agreed to represent the Town Council.</li> <li>It was agreed to invite the new headteacher of KSGS to a future Town Council meeting.</li> <li>KSGS has been made aware that applications to the Brittleton Bursary are open.</li> <li>It was reported that designs for the Christmas display on the Church Tower are being made.</li> </ul>	MW PR																																										
723	<p><b><u>Portfolio – Highways, Cllr Mrs. Sowerby</u></b></p> <p>a. <b>RESOLVED</b> to make a request to Highways for the introduction of fixed and retractable bollards to prevent vehicles parking on the paved area in front of the Upper Eden Visitor Centre. The paving stones are being damaged by vehicles moving on and off.</p> <p>b. <b>RESOLVED</b> to accept a quote of £350 + VAT for the tidy up of the garden areas in the public car park. The contractor recommends a twice-yearly maintenance programme, it was agreed to add the costs into the budget for the next financial year.</p> <p>c. It was noted that the parking bays have been repainted in the public car park and disabled parking bays have been included. The inclusion and number of disabled bays was to meet current parking design standards. There have been complaints from members of the public that there are too many allocated disabled bays, the Council accepted that during busy periods e.g. auction days, these bays would be used as general parking bays.</p> <p>d. Proposed amendment of traffic restrictions which will see a loading bay created and parking restricted on Market Street was received. A copy letter from a resident requesting a parking permit was also received. The Council expressed sympathy for residents in Market Street that are potentially affected by the measures. <b>RESOLVED</b> to ask Highways what it's response is to the resident and ask for a site visit to consider the measures further.</p> <p>e. New Bridge, A685 (Warcop road end), Cumbria County Council has asked the Town Council to decide what colour the parapet should be painted. It was <b>AGREED</b> to accept the recommended choice of Holly Green.</p> <p>f. It was reported that vegetation from a neighbouring garden is covering the furlong sign. It was agreed to ask the owner to trim it back.</p> <p>g. It was reported that Church Walk has become overgrown, JJ agreed to alert the Church.</p>	Clerk Clerk Clerk P Dew Clerk JJ																																										
724	<p><b><u>Portfolio – Open Spaces, Cllrs Mrs. Johnstone and Mrs. Thornton</u></b></p> <p>a. Poetry Path – <b>RESOLVED</b> to investigate making the mp4 files available on the website for download.</p> <p>b. Litter bins, it was reported that EDC has agreed to repaint the litter bins in the town centre. JJ left the meeting and Cllr P Richardson took the Chair.</p>	MW																																										
725	<p><b><u>Portfolio – Property, Cllr Mr. Marsh</u></b></p> <p>No matter to report.</p>																																											
726	<p><b><u>Portfolio – Tourism &amp; Events, Cllr. Mr. Walker</u></b></p> <p>a. The Council was reminded that the Charter Fair reading is on 28<sup>th</sup> October. Kenneth Morrison will be asked to do the reading.</p> <p>b. Western Dales Bus – it was reported that the new service, Kirkby Stephen – Kendal will commence on 19<sup>th</sup> October. The Council welcomed the new service and agreed in principle to provide grant funding to support the service if needed.</p> <p>c. The Christmas lights switch on was confirmed. It was agreed to hold the associated events in the church.</p> <ul style="list-style-type: none"> <li><b>RESOLVED</b> to set the theme for the shop window competition as Christmas Past.</li> <li><b>RESOLVED</b> to invite the headteachers to switch on the lights, Cllr Johnstone was authorised to appoint a judge of the shop window competition.</li> <li><b>RESOLVED</b> to accept the risk assessments.</li> <li><b>RESOLVED</b> to complete an application to deposit items on the highway at a cost of £53.</li> </ul>	Clerk MW Clerk Clerk/JJ Clerk																																										
727	<p><b><u>Accounts for payment to be passed</u></b></p> <p><b>RESOLVED</b> to approve the accounts for payment, list circulated at the meeting.</p> <table border="1" data-bbox="223 1904 1388 2172"> <thead> <tr> <th></th> <th>Type of payment</th> <th>Total inc VAT</th> <th>VAT</th> <th>Net Total</th> <th>Description</th> </tr> </thead> <tbody> <tr> <td>Recipient</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Cumbria CVS</td> <td>BACS</td> <td>£52.50</td> <td>£0.00</td> <td>£52.50</td> <td>Good Neighbours expenses</td> </tr> <tr> <td>System IT</td> <td>SO</td> <td>£36.00</td> <td>£6.00</td> <td>£30.00</td> <td>monthly computer maintenance</td> </tr> <tr> <td>Plus Net</td> <td>DD</td> <td>£64.65</td> <td>£10.77</td> <td>£53.88</td> <td>phone/broadband</td> </tr> <tr> <td>Eden Carers</td> <td>BACS</td> <td>£60.00</td> <td>£0.00</td> <td>£60.00</td> <td>refund room hire charge</td> </tr> <tr> <td>staff</td> <td>BACS</td> <td>£3,663.73</td> <td>£0.00</td> <td>£3,663.73</td> <td>salaries</td> </tr> </tbody> </table>		Type of payment	Total inc VAT	VAT	Net Total	Description	Recipient						Cumbria CVS	BACS	£52.50	£0.00	£52.50	Good Neighbours expenses	System IT	SO	£36.00	£6.00	£30.00	monthly computer maintenance	Plus Net	DD	£64.65	£10.77	£53.88	phone/broadband	Eden Carers	BACS	£60.00	£0.00	£60.00	refund room hire charge	staff	BACS	£3,663.73	£0.00	£3,663.73	salaries	Clerk
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	Nest	BACS	£32.62	£0.00	£32.62	Pension contributions
	HMRC	BACS	£2,750.35	£0.00	£2,750.35	PAYE & NI
	Eden District Council	DD	£274.00	£0.00	£274.00	Car park rates
	Ibex internet Ltd	104849	£18.00	£3.00	£15.00	Email account
	JT Atkinson & sons Ltd	104850	£92.84	£15.48	£77.36	materials
	Water plus limited	104851	£129.07	£0.00	£129.07	car park water charge
	Cerberus printing	104852	£550.00	£0.00	£550.00	Newsletter printing
	North West Arb Ltd	104853	£222.00	£37.00	£185.00	Silver Street
	Halls newsagents	104854	£43.00	£0.00	£43.00	stamps
	Kirkby Stephen Grammar School	104855	£10.00	£0.00	£10.00	Sponsorship
	Cumbria County Council	104856	£53.00	£0.00	£53.00	Licence
	Balances Remaining					
	Street Cleaning		£9,647.86			
	Open Spaces		£4,536.87			
	Grants		£2,989.88			
	Administration		£6,633.63			
	Community & Council Centre		£27,834.98			
	Miscellaneous		£6,700.75			
	Cloisters		£449.79			
	Market		£7,995.73			
	Allowances		£0.00			
	Calor Fund		£2,515.94			
	Total		<u>£69,305.43</u>			
	<b>Bank Reconciliation Kirkby Stephen Town Council</b>					
	<b>Cashbook</b>			<b>Bank Accounts</b>		
	Receipts		£117,687.83	Market		£8,627.28
	Payments		£48,382.40	HICA		£61,720.65
				Current		£2,825.76
				<b>Total</b>		<b>£73,173.69</b>
				deduct uncleared payments		£3,868.26
	<b>Balance carried forward</b>		<b>£69,305.43</b>	<b>Total</b>		<b>£69,305.43</b>
	Clerk reported that there were two further invoices expected to be received shortly one for the delivery of newsletters and one for the new Town Council computer. Authority was given to make the payments by cheque.					
728	<b>Audit 2016-2017 – For information</b> Copy report circulated with the agenda. The report was considered. A qualified issue has been raised due to the incorrect answering of question 4 on the annual governance statement which stated that the Council had provided proper opportunity in the year for the exercise of electors right, however, during the 2015-16 Audit the Council was advised that it had not followed the correct procedure and, therefore, the answer should have been no. The issue was noted, no further action is necessary as the correct procedure has been followed in this financial year.					
729	<b>Correspondence</b> The following items of correspondence were received and noted from: <ul style="list-style-type: none"> <li>• Pad 9 – annual report</li> <li>• KS &amp; District Walkers are Welcome report</li> <li>• 2017 Eden Tourism Summit: ‘Exploring the Visitor Journey and Developing Opportunities for Growth’ at Askham Hall, near Penrith on Wednesday 18 October 2017, 10am to 4pm (registration from 9:15am, cost £20 + VAT per delegate)</li> </ul>					
730	<b>Date of next meeting - NOTED</b> the date of the next meeting on Tuesday 7 <sup>th</sup> November at 6.45pm, items for the agenda to be received by 30 <sup>th</sup> October.					

The Meeting closed at 9.25pm

Chair: .....  
Date: 7<sup>th</sup> November 2017

**Prospus – Community Housing Proposal**

**PDF covering letter and information uploaded separately**

## Kirkby Stephen Website

The work to manage and update the content of Kirkby Stephen website is a challenging task as the website holds more than 40 pages of local information. Keeping the information we display, as up to date as possible, is crucial to the success of our website and to ensure our visitors have a positive experience when they land on our site to access local information. To help manage the content, we have created a database of all organisations and sources of information we display. All are contacted annually with a request to check the information and confirm any changes or updates.

Over the last 12 months we have added 4 new accommodation providers and currently now have a total of 39 accommodation businesses on the website and we have added 3 new businesses to the Business Directory pages which means that a total of 38 businesses now advertise on the website.

The combined income of paid advertising space on our website from both the accommodation providers and local businesses, over an annual period, totals **£1,380**. All funds contribute to essential maintenance of the website and our community centre overheads.

The website is now considered to be out of date and it has been recommended, by our IT Support company IBEX, that we consider upgrading. We have noticed that the website is quite slow and can be difficult to upload information to. This is because the website was set up using a package called Joomla, which is now out of date and no longer used and supported in website design.

I feel that the amount of traffic which [www.kirkby-stephen.com](http://www.kirkby-stephen.com) achieves, justifies an upgrade. I have looked at the Google Analytics for the website for the past year and prepared a spreadsheet showing the results, which I've attached to this report. The main thing for the website to be is 'mobile responsive', the majority of people now go on-line using mobile devices, if the website isn't mobile friendly (which ours isn't at the moment) then the information can appear too small and difficult to navigate through and clicking on the specific items incredibly difficult, which may result in potential customers leaving our website and looking elsewhere.

I ran a webpage test, to see how mobile responsive our webpage was, the results are attached.

A redesign of the website would be welcomed as we display business and accommodation providers details on the website, which unfortunately causes a lot of confusion. Kirkby Stephen Local Links contact details appear on every page of the website and so, it tends to be our number that people see and use to contact businesses such as the Vets/Farm Harvest or to book accommodation. We have to apologise and access the website ourselves in order to pass on the correct contact details. We would look to improve this, to ensure that all information is as clear as possible.

Wendy Hamilton  
Community & Council Centre Manager  
18/10/2017



Sept'16 - Sept'17

Medium (This tells us how our customers arrived at our website)

No. of new visitors

	Number of visits	No. of new visitors
Google Search	25,207	19,564
Other Search Engines	3,061	2138
Direct	3,778	3,049
Referral from accomm provider	274	172
Referral from Facebook	428	356
Referral from Twitter	6	0
Referral from Councils	177	95
Referral from Yorkshire Dales	412	362
Referral from Visit Eden	121	62
Referral from the Yomp	18	16
Referral from Kirkby Stephen Business Park	10	8
Referral from Kirkby Stephen East	10	8
Referral from Upper Eden History Society	6	4
Referral from Packhorse	41	34
Referral from Walk Eden	35	25
Referral from Walkers are Welcome	9	4
Other	245	292

33,838

26,189

visits were made using a mobile device  
**18,549**

12th Sept 2016 -  
12th Sept 2017  
(one year)

Location (This tells us where they are from)

England	28,175	21,758
Scotland	1,654	1,286
Wales	600	479
Northern Ireland	585	407
Isle of Man	41	34
Other (not set)	13	13
United States	720	643
Australia	311	262
(not set)	261	201
Russia	167	34
Germany	156	133
Netherlands	147	120
Canada	128	113
France	84	69
Belgium	61	49
India	59	55
Spain	53	50
Ireland	52	51
New Zealand	43	41
Brazil	36	35
Italy	33	27

Austria	27	26
China	23	22
Hong Kong	22	17
Portugal	21	11
Switzerland	19	17
Norway	19	19
Philippines	18	17
Singapore	16	15
Sweden	13	12
Poland	12	11
UAE	11	10
Cyprus	11	10
Guernsey	11	9
Israel	11	9
Malta	11	8
Ukraine	11	11
Denmark	10	9
Other	193	172
	<b>33,838</b>	<b>26,265</b>

**Landing Page heading (this tells us which page they got to first eg by typing in Kirkby Stephen Town Council, a link to that page would be created)**

	No. hits	
Home	13,032	
Community Information	4,649	Bus Enq 1,605
Town Council	1,809	
What's On	814	
Accommodation	3,833	
Things to see and do	2,453	
Business	3,493	
Local History	1,459	
Other	2,296	
	<b>33,838</b>	

**Local businesses viewed Sept '16 - Sept '17**

Pendragon Vets	597
Platform 3 Play	485
Farm Harvest	250
Kevin Hanna	167
Aqua-clean	154
Stobars Hall	114
Johnstones Garage	112
Greenspot	109
Mick Birkbeck	97
W Dawson	97
Out of Eden	88
The Coloured Thread	70
Bell Contract Cleaning	69
R A Lofthouse	60
Ravengraphics	58

Richard Dobson	58
JNE Capstick	57
The Belah Bridge	57
James Popps	53
The Mango Tree	46
D A Steadman	42
Enhance Hair & Beauty	42
Dawn Matthews	41
Tangles	41

**Local accommodation viewed Sept '16 - Sept '17**

High Greenside Farm	251
Chapel Cottage	235
The Manor House	211
Pennine View	179
White Gill House	171
Moss Cottages	170
South View Farm	136
Kaber Chapel	133
The Fat Lamb	131
Jolly Farmers	117
Redmayne House	105
Low Ploughlands	77
Nateby Inn	66
No 1 Church Walk	45
Black Bull Barn	43
Old Croft House	40