



Deal Town Council
Annual Report
April 2024 to March 2025



Deal Town Hall, High Street, Deal, Kent CT14 6TR
01304 361999 deal.town.council@deal.gov.uk

This report can be downloaded from www.deal.gov.uk

Hard copies are available on request from the Town Hall



Welcome to the Annual Report for 2024/2025 which reflects the activities and services delivered by this council during the last year.

This report will be available to download from our website www.deal.gov.uk which is regularly updated with details of council meetings, events and local information. In addition to the website, council information is displayed on our notice boards outside Deal Library, in and around the Town Hall itself and on social media. We also regularly update the community notice board in the precinct.

Deal Town Council is a 'parish authority' for the town of Deal. It acts as a consultee and lobbying force with the District and County Councils, putting forward the wishes and needs of the local community with an overall responsibility for its wellbeing. We have an electorate of 15,673 and a population of approximately 30,000.

There were nine scheduled meetings of the Full Council during the past twelve months. In addition, the council has four statutory committees which hold regular meetings during the year. These committees are the:

- Environment Committee
- Planning Committee
- Transport and Infrastructure Committee
- Finance and General Purposes Committee

Our work covers

- Being the voice for the people of Deal and lobbying for change
- Supporting endeavour and good causes through grant funding
- Responsible for the Town Hall, civic duties, events, the Visitor Information Centre, allotments and Deal Saturday Market



Deal Town Hall

How does it happen?

Deal Town Council is made up of 15 councillors, elected by Deal residents, representing the three parish wards (Mill Hill, North Deal and Middle Deal), who meet regularly to make decisions on the work and direction of the council, supported by the Town Hall team. The council as a whole is responsible to the people it represents – that's you, our community.

Attending a council meeting is a good way to find out what we do and get involved. You can look through our news stories to keep up-to-date with what we're working on at the moment. You can also find out more about the council by having a look round our [website](http://www.deal.gov.uk) and on [social media](#).

What we do

- All statutory duties of a Town Council
- Monthly statutory council meetings that are open to the public to attend
- Manage more than 80 allotment plots on three allotment sites for our residents
- Grant funding for local groups and organisations
- Employ a dedicated Facilities Team who maintain the Town Hall, manage the hiring of the Town Hall and its Undercroft, maintain and manage the allotments, undertake weekly checks of the Town Centre for any Health & Safety or maintenance issues that may need reporting to KCC or DDC as appropriate, and maintain the council's street furniture
- Employ a dedicated office team who administrate the Town Council ensuring residents' voices are heard and ensure the council operates legally and efficiently
- Managing the council's committees, projects, Mayor's office, general enquiries and Visitor Information Centre
- Care for and maintain records of the Town Hall artefacts, paintings and history
- Maintain and fund the planters along the seafront, High Street, and Mill Hill
- Deal Warm Welcome
- Organise year-round events for the community, such as the Braderie, Heritage Open Days, Holocaust Memorial Day and International Women's Day
- Work with Kent County Council for better roads, pavements and services
- Lobby Dover District Council for better investment, funding and improvements
- Work across multiple local organisations such as schools, police and community groups to ensure the council are meeting the needs of the most vulnerable in Deal
- Respond to planning applications, taking into account residents' views
- Have an up-to-date website and social media page, full of information
- Produce an Annual Report
- Respond to local consultations which affect our residents
- Deal Town Council also contributed £35,000 towards the running costs of keeping open the Public Conveniences at King Street, South Street and Victoria Park.

We're always keen to hear your views and you can contact us in a number of ways. You can use the contact page on our website at www.deal.gov.uk, call us on 01304 361999 or email us at deal.town.council@deal.gov.uk.

Deal Town Council reception & Visitor Information Centre are open at the Town Hall on the High Street every Monday, Tuesday, Thursday & Friday morning from 9.30am - 12.30pm (except Bank holidays).

There is also weekly visitor information available at the Saturday Market, Union Road Car Park from 9.30am - 12.30pm.



The Mayor, Cllr Richardson

Message from the Chairperson of the Council and Worshipful Mayor of Deal Cllr Oliver Richardson

It has been an honour and a privilege to serve as the Worshipful Mayor of Deal during 2024–2025. This past year has been marked by both reflection and renewal – a time to celebrate our town's rich heritage while continuing to build a community that is inclusive, forward-looking, and resilient.

Throughout the year, I have been struck by the strength of our civic spirit. From volunteers giving their time to support neighbours, to local businesses adapting and thriving, Deal continues to show what can be achieved when people come together with pride and purpose. Whether attending charity fundraisers, welcoming new citizens, or supporting our schools and community groups, I have seen firsthand the energy and kindness that make Deal such a special place.

This year also brought opportunities to engage with our younger residents – our next generation of leaders – whose creativity, compassion and commitment to the environment give me hope for the future. I was particularly inspired by the efforts of our youth in addressing local issues, from climate awareness projects to mental health advocacy. Their voices are essential in shaping a Deal that works for everyone.

As a coastal town, we remain deeply connected to our maritime identity, and I was proud to support efforts that protect our coastline and celebrate our seafaring past. Deal's Carnival, heritage days and cultural events continued to draw people from near and far, boosting our local economy and enriching our civic life.

I would like to thank my fellow councillors, council officers, and community leaders for their tireless service and partnership. A special thank you must go to those unsung heroes who support others quietly and consistently – your contributions often go unseen, but they are deeply valued.

As I look back on this mayoral year, I do so with immense gratitude. It has been a pleasure to represent this vibrant town, and I am confident that with shared purpose, Deal will continue to flourish. The future is bright when we face it together.



The Mayor and Mayoress at Deal Pride

Update from the Town Clerk

In a year that saw us become only the second UK town or parish authority to receive Council of Sanctuary Status, there was indeed much to share.

In 2019 we declared a climate emergency and pledged to be a net zero organization by 2025. We did that and we did it a year ahead of schedule in 2024!

To mark the achievement, we shared the work that had been done at the Town Hall and our allotment sites and the projects that spread the message about taking positive steps to help our environment.

We also updated the 2019 declaration and in January 2025, Council adopted a new Climate Action Strategy, Deal Town Council's decarbonization commitment and environment adaptation & improvement plan going forward.

Summer began with a rainbow, and we had the privilege of being part of the second Deal Pride. The Mayor and Mayoress led the march from the town to Walmer Green and joined many groups who had a presence there on the day.

Deal Town Council had a stand, and we gave away 100 free bee-bombs to local residents so they could plant flowers at home and spread the rainbow across the town!



Deal Town Hall

In September, Heritage Open Day was held at the Town Hall and we exhibited a series of unique photographs, sharing the history of Deal. Guests came along and truly stepped back in time.

Our facilities team were busy not just refreshing our 25 planters, but also hard at work on the allotments too. We've added compost toilets and bike racks for all three allotments, new handrails to our Park Avenue site and all are now pesticide and herbicide free too.

The Undercroft was greatly enhanced by new artwork created by a local Ukrainian artist, commissioned to showcase the beauty of the Town Hall and all the services we provide, giving visitors a clearer insight into what we offer.



New artwork in the Undercroft



Sunset from Deal Station

In the autumn, we welcomed the new Lord Warden of the Cinque Ports, Admiral Sir George Zambellas and his wife to the Town Hall who saw first-hand what a friendly and hospitable town we are. They enjoyed beer brewed from Deal Hop Farm and local Kent Knockers baked by Deal Town Kitchen.

A new anti-litter campaign, 'Look After What You Love' was launched to choose a stencil to go on pavements near litter hot-spots, encouraging people to use the bin and not drop rubbish. Expect to see the winning design across the town soon.

We hosted the first ever Climate Action Day at the Town Hall in November to coincide with COP 29. It was a great day, and we were joined by local groups who shared their climate action work and enthusiasm for our shared environment. Deal Radio joined us and broadcast live to the world, truly acting local but changing global!

As winter drew in, we launched Deal Warm Welcome for a third year and welcomed thousands of guests across the four-month project. Those who joined us were offered not just warmth and refreshment; they received friendship and community support too.

At Christmas we once again joined Samphire to light up the pier as a beacon of love, sharing hope and light and remembering the many lives lost in the English Channel. And Father Christmas was able to make time during his very busy schedule to visit our Saturday Market, giving out presents to all the youngsters who came to see him.

Monday 27 January 2025 marked the 80th anniversary of the liberation of Auschwitz-Birkenau, the largest Nazi concentration camp complex, and the 30th anniversary of the genocide in Bosnia.

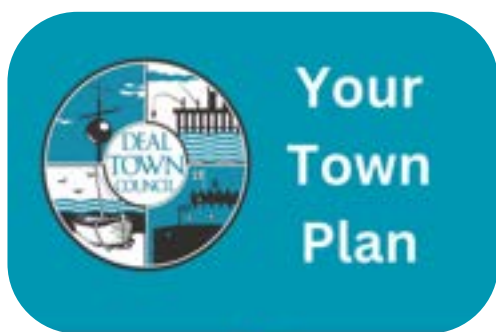
On the morning of Monday 27 January the annual service was held at the Memorial Stone in the grounds of St George's Church. In the evening, we hosted a candlelight reception at the Town Hall and guest speakers spoke on the theme for this year's Holocaust Memorial Day, 'For a better future'.

International Women's Day was once again celebrated at the Town Hall and guests very generously donated period and hygiene products. These gifts were then given to Goodwin Academy, United Families and Deal Area Foodbank to help support those dealing with period poverty.

It's a great honour to work with and for the people of Deal and we are looking to achieving even more in the year ahead.



Cllr Brookfield and The Mayor at Climate Action Day



The Town Plan was formally adopted by the Council in June 2023.

The evidence and background information for the Town Plan was carried out between January 2020 and December 2022. It involved independent consultations with Deal residents, businesses and stakeholders.

A questionnaire was posted to every household in Deal and forums were held to ensure as many voices as possible fed into the conversation, and a long list of actions and ideas were drawn up following the feedback.

In order to prioritise this work, we asked a group of volunteers from the household survey to rank them from most to least urgent.

This became the Action Plan within the Town Plan, a strategy which steers the activities of the council.

Alongside the Climate Action Strategy, the Declaration of Ecological Emergency and Deal Town Council of Sanctuary Strategy, the Town Plan has helped shape the direction and ambitions of the Council.

The Action Plan identified twelve priority areas to address, and since the Town Plan was adopted, this work has been regularly reviewed being mindful of the proposed timelines suggested by the Council.

We are pleased to advise that there has been excellent progress through the priority areas. All have been addressed, some completed, and others are well underway and should be completed by the end of the year.

Officers are currently reviewing the long list to see if any further elements may be inserted into the Action Plan and will be exploring initiatives to enhance the priority areas currently identified.

For further information please look at our website www.deal.gov.uk

The strategy is a living document and will be reviewed and updated periodically to reflect the needs of Deal



West Street

Deal Town Council Grant Stream 2024-25

A total of £16,886.34 was paid out

Annual Grants

Disabled Friends & Family £900
Sandown School £696.32
Cinque Ports football club £1,000
Deal Community Carnival Association £1,000
Sholden Primary School £1,000
Samphire Project £450
North Deal Community Company £800
Royal British Legion £500
Deal Music & Arts Ltd £1,000
Deal & Dover Park Tennis CIC £500
WALDAS £473.79
The Deal Society £500
Imago Community £480
Disabled Friends & Family £500
Deal St Omer Twinning Society £750
The Deal Pirates £300
Deal With It £1,000
Deal, Walmer & Kingsdown Amateur Rowing Club £785.60
Deal Pride £1,000
Deal Area Foodbank £340
Sandown Community Garden Group £400
Deal Film Festival £1,000
DARA £1,000
Deal Museum £510.63

Income, Expenditure and Expenses

DEAL TOWN COUNCIL

INCOME and EXPENDITURE ACCOUNT

Income	2023/24	2024/25
Precept	£475,932	£501,918
Markets	£37,120	£43,565
Braderie	£3,215	£2,143
Allotments	£3,910	£3,157
Town Hall Income	£12,913	£14,613
Other	£17,847	£20,192
Total	£550,937	£585,588
Expenditure	2023/24	2024/25
Mayoral & Civic Expenses	£2,291	£2,822
Promoting Town	£19,868	£10,159
Visitor Information Centre	£616	£315
Markets	£21,352	£17,042
Braderie	£2,880	£2,732
Grants/Donations	£38,079	£26,075
Councillors allowances	£5,100	£4,200
Allotments	£19,283	£14,501
Salaries & Pensions	£393,606	£411,399
Town Hall & Other costs	£139,976	£125,589
Public Conveniences	£35,000	£35,000
Election Costs	£13,997	NIL
Total	£692,048	£649,834

2024/25

ALLOWANCES PAID

Councillor Allowances	
Cllr B Bano	£300
Cllr S Beer	£300
Cllr T Bond	£300
Cllr S Brookfield	NIL
Cllr L Craggs	£300
Cllr D Cronk	£300
Cllr M Cronk	£300
Cllr S Cullen	£300
Cllr M Eddy	£300
Cllr P Findley	£300
Cllr A Friend	NIL
Cllr P Jull	£300
Cllr D Parks	£300
Cllr O Richardson	£300
Cllr M Walters	£300
Chairperson's Allowance	
Cllr O Richardson	£300

All the above figures are taxable

Town Council Committee Aims

Environment

In June 2019, Deal Town Council declared a Climate Emergency. In light of this we committed to become carbon neutral - Net Zero - in our operations by 2025 and that goal was achieved by April 2024. In February 2025, Full Council adopted a new Climate Action Strategy which builds on the decarbonization commitment and strengthens the environment adaptation & improvement plan. This Committee is committed to build on work already done within the council's estate and without. To continue to work through the six priorities and aims identified in the new Climate Action Strategy and to seek new and innovative ways to reduce the carbon footprint of the council, residents, businesses, organisations and neighbouring authorities.

Finance and General Purposes

To ensure that the Town Council has and maintains an effective and efficient financial system with appropriate checks and controls. To develop and propose to the council the annual budget and monitor the council's Income and Expenditure statements.

Grant Sub-Committee

To review all applications received for a Special Project Grant, Community Contributions Grant and Annual Grant.

Planning

To make representations to the Local Planning Authority on planning applications for Deal

Transport & Infrastructure

To enable, wherever practicable, the environment, transport infrastructure and services of the town to meet the needs of its citizens.



North Deal

Our Deal Town Councillors



Cllr Ben Bano
cllrbenbano@deal.gov.uk
Mill Hill Ward



Cllr Susan Beer
cllrsuebeer@deal.gov.uk
North Deal Ward



Cllr Trevor Bond
cllrtrevorbond@deal.gov.uk
Middle Deal Ward



Cllr Samuel Brookfield
cllrsamuelbrookfield@deal.gov.uk
North Deal Ward



Cllr Les Craggs
cllrlescraggs@deal.gov.uk
Mill Hill Ward



Cllr Melissa Cronk
cllrmelissacronk@deal.gov.uk
Middle Deal Ward



Cllr David Cronk
cllrdavidcronk@deal.gov.uk
Middle Deal Ward



Cllr Simon Cullen
cllrsimoncullen@deal.gov.uk
Middle Deal Ward



Cllr Mike Eddy
cllrmichaelleddy@deal.gov.uk
Mill Hill Ward



Cllr Peter Findley
cllrpeterfindley@deal.gov.uk
Mill Hill Ward



Cllr Adrian Friend
cllradrianfriend@deal.gov.uk
North Deal Ward



Cllr Peter Jull
cllrpeterjull@deal.gov.uk
Middle Deal Ward



Cllr Daniel Parks
cllrdanparks@deal.gov.uk
North Deal Ward



Cllr Oliver Richardson
cllroliverrichardson@deal.gov.uk
North Deal Ward



Cllr Michael Walters
cllrmikewalters@deal.gov.uk
Mill Hill Ward