

## **COUNCIL OBJECTIVES 2016 - 2019**

<b>OBJECTIVE: Enhance the role of the County Town of Hertford as an attractive and safe place to live, work and visit and to promote it as a cultural destination</b>		
<b>Action Required</b>	<b>Success Criteria</b>	<b>Responsible Committee</b>
Actively promote Hertford and its heritage through the Town and Tourist Information Centre, via the Council and GoHertford websites, social media, Town Council noticeboards and the press.	There will be an active and consistent approach to promotional activities, with all Council service areas promoted.	D&L
Support events in the town centre and elsewhere in Hertford including those with a cultural focus on the arts such as the Hertfordshire Festival of Music.	A successful programme that enhances the range and choice on offer of leisure opportunities to residents and visitors.	D&L
Successfully relocate the Town & Tourist Information Centre to new premises, enhancing the range of information and services offered.	The Town & Tourist Information Centre will have relocated with minimal disruption to service delivery. New services will have begun, including the promotion of volunteer opportunities and an enhanced range of merchandise.	D&L
Develop and implement an annual programme of events based at the Castle, reviewing the events involved each year; ensure up to date risk assessments, necessary licences and insurances are in place.	The programme of events will have provided entertainment and activities to interest all ages. Comprehensive preparation for events will have taken place.	D&L
Working in partnership with the Civic Society, install blue plaques at notable buildings and sites and develop a Heritage Trail incorporating them.	The blue plaques will have been installed on all the agreed premises, and a Heritage Trail published to promote them.	D&L
Agree quarterly policing priorities with the Safer Neighbourhood Team and feed in local residents and business views when setting those priorities.	Issues raised are successfully addressed and reported back to the Council.	FP&A or informal meeting
Continued funding of the Hertford Museum as a key resource for both residents and visitors to Hertford.	Continued provision of this important resource.	FP&A
Consider how New Homes Bonus funding can be used to support community based projects such as the Arts Hub being considered by Courtyard Arts.	Improving the cultural offer or other community initiatives within the Town.	FP&A
Implementation of an 'Adopt your Street' litter pick initiative, with support from the Council.	A scheme is implemented where members of the public take some responsibility for clearing litter in their streets.	FP&A

<b>OBJECTIVE: Support the town centre and business community, to ensure its ongoing viability</b>		
<b>Action Required</b>	<b>Success Criteria</b>	<b>Responsible Committee</b>
Ensure the GoHertford website can be relied upon as the primary source of information promoting the town centre's businesses and activities, and is actively promoted.	The website will have been regularly maintained, so that the business directory and other information is up-to-date. The number of visits to the website will have increased.	D&L
Successful piloting of free town centre Wi-Fi, with full monitoring and analysis to assess the future of the service.	The service will have been maintained with minimal disruptions. Usage data will be maintained and analysed, and a decision taken as to whether to continue and/or expand the service.	D&L
Continued funding of CCTV and funding and management of the Hertford Taxi Marshalling service, regularly reviewing both to ensure they meet current needs.	Funding of the existing CCTV and Taxi Marshalling services will have been maintained, and requests for extensions given consideration. The Town Council's responsibilities for the Taxi Marshalling will have been undertaken, and the service confirmed to meet requirements.	D&L
Maintain the Hertford Entrepreneurs group to provide a networking forum for local business people, with a varied programme of speakers four times a year.	Four events will have taken place over the course of the year, each attracting at least 30 local business people.	D&L
Provide financial support for local Community Groups and initiatives through the provision of Community Grants.	Positive promotion of the grant scheme; determination of grant applications in line with Town Council policy; positive case studies shown on the	FP&A

	Town Council's website.	
Effectively participate in the Member Implementation Steering Group for the Hertford Town Centre Urban Design Strategy including the future of the Ashley Webb shelter.	There will have been active participation by a Hertford Town Council Member and Officer in the Steering Group, and the Town Council will have taken on responsibility for aspects of delivering the strategy where appropriate.	D&L
Deliver improvements to public realm of the Town Centre, including to Maidenhead Street.	Visual improvements will have been made to Maidenhead Street, and other areas of the town centre.	D&L
In the Castle Grounds, planting improvements will be made.	Appropriate improvements made in keeping with the grounds of a listed building. Positive customer and public feedback.	CS
Investigate the viability and desirability of taking on responsibility for the running of Hertford Market.	A working group will have been established to investigate all aspects of the running of Hertford Market, including the experience of Bishop's Stortford TC of taking on responsibility for their town's market, and successful markets elsewhere.	D&L

<b>OBJECTIVE: Positively Influence Spatial and Economic Development</b>		
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Action Required	Success Criteria	Responsible Committee
Timely response to consultation on: East Herts replacement Local Plan and other planning documents including economic development policy; Conservation Area Appraisal; mineral and waste planning policy; Local Transport Plan and other transport strategy documents.	All consultations which impact on Hertford will have been considered and responded to in a timely manner.	D&L

Respond to, and seek to influence East Herts District Council and Hertfordshire County Council regarding parking provision in the Town Centre.		
Develop, implement and seek the adoption of a Neighbourhood Plan for Sele Ward. Local residents, businesses and other organisations will contribute to the development of the plan.  Consideration to be given to the implementation of a Neighbourhood Plan in other Wards of the Town, after completion of the Sele Neighbourhood Plan.	The Neighbourhood Plan will have been prepared, working with residents and other ward representatives. Preparation will be made for seeking endorsement of the Plan within the Ward.	D&L
Comment as a consultee on individual planning applications.	The Planning Sub-Committee will have reviewed and commented on all Hertford Planning applications.	D&L

**OBJECTIVE: Effective Management of the Property, Facilities and Land Owned or Maintained by the Council**

Action Required	Success Criteria	Responsible Committee
Continue to manage Hertford Cemetery and closed churchyards, carry out necessary repairs and maintenance.	Positive customer and public feedback; effective maintenance undertaken.	CS
Carry out an assessment of the long term need for the provision of further burial spaces /new cemetery.	Assessment provides timing, number and potential location of future provision.	CS
Continue the effective provision and maintenance of 6 allotment sites within and around the Town.	Positive plotholder feedback; effective and timely maintenance undertaken; low levels of vacancies (KPI).	CS
Carry out regular and planned maintenance of the Castle grounds; the Skatepark at Hartham Common and Pinehurst Playing Field.	Positive customer and public feedback; effective maintenance undertaken.	CS
Draw up and implement an annual	Cost effective	FP&A

programme of maintenance to the Castle and Seed Warehouse ensuring good value for money.	maintenance carried out in a timely manner.	
Maximise the use of the Castle and Millbridge Rooms as venues for hire whilst not impacting on the programme of Town Council events.	Hire of the Castle and Millbridge Rooms will have been maintained at the previous year's levels, or increased.	D&L
Undertake or examine the feasibility of the Town Council undertaking local highways verge and signage maintenance as part of Hertfordshire County Council Highways Together Initiative.  Full scope of work will be set following a 3 month trial period.	Council decision made following the trial period around future scope of this activity. If approved may lead to improved response times for maintenance contributing to a more pleasant environment.	FP&A
Develop and implement a strategy for the Council to improve its carbon footprint and sustainability. Areas of action could include paper use, level of recycling and energy suppliers.	Reduced carbon footprint through exemplary practice.	FP&A

**OBJECTIVE: Effective Governance**

Action Required	Success Criteria	Responsible Committee
Undertake regular reviews to Council policy and Constitution (this includes to all standing Orders and Financial Regulations). Develop news policies where required.	Town Council is effectively run and managed; meeting all statutory requirements and exhibiting good practice wherever possible other	FP&A
Comment on relevant local and national policy consultations that may affect the business of the Council or impact on Hertford.	Town Council responds appropriately to issues affecting Hertford	FP&A
Review spending programmes (such as for New Home Bonus funding) as part of the annual budget setting process.	Spending programmes remain fit for purpose and result in positive outcomes.	FP&A
Ensure all requirements of the Council's Standing Orders and Financial Regulations are met when spending public money.	Assurance provided on an annual basis by the Town Clerk.	FP&A

## Council Objectives – 2.4

Continue to meet financial transparency requirements including regular publication of Council expenditure.	Assurance provided on an annual basis by the Town Clerk.	FP&A
Ensure recommendations made following internal and external financial audits are fully undertaken in a timely way	Town Clerk develops action plans and ensures their timely completion, reporting to Committee as appropriate.	FP&A
Develop and implement training and development plans for Councillors and Staff.	Plans in place and training records held and reported to Personnel Sub Committee.	FP&A
For all activity undertaken by the Council (including management of property, land and public events) ensure that up to date risk assessments and appropriate licences are in place and health and safety requirements are being adhered to.	Property and events are managed meeting within prevailing licensing and health and safety requirements.	FP&A and D&L
Adopt and monitor Key Performance Indicators for the provision of Council services. Take corrective action as required.	The effectiveness of the Council's performance is tracked and reported at Committee demonstrating how well the Council has delivered its services to residents	All Committees

<b>OBJECTIVE: Facilitate the Positive Development of Young People</b>		
<b>Action Required</b>	<b>Success Criteria</b>	<b>Responsible Committee</b>
Evaluate the feasibility and potential benefits of re-constituting the Hertford Youth Council	Active and successful Youth Council in place	CS
Examine with local schools accommodating students on planned work experience programmes	Improved preparation of young people ahead of taking up employment	FP&A
Liaise with Hertfordshire County Council Youth Offending Service on feasibility of young people contributing positively to the work of the Council.	Undertake feasibility work and decide upon implementation	FP&A

<b>OBJECTIVE: Customer Service (Improvement Objective)</b>		
<b>Action Required</b>	<b>Success Criteria</b>	<b>Responsible Committee</b>
Increase awareness amongst all Officers of what represents excellent customer service; embed best practice in all aspects of the customer service that the Council provides.	Increased awareness of how job role and responsibility directly impacts on customers	FP&A