

**MINUTES OF THE MEETING OF THE DEVELOPMENT AND LEISURE COMMITTEE  
HELD ON MONDAY 19 SEPTEMBER 2011 IN THE ROBING ROOM, THE CASTLE,  
HERTFORD AT 7.30PM**

PRESENT: Councillor Miss J Sartin in the Chair

Councillors: P Boyle, Miss C Geall, M McCormick, Mrs S Newton, D Poole, Dr L Radford P Ruffles, A Stevenson.

IN ATTENDANCE: Cllr P Moore  
Cllr Miss I Sigmac  
Ms T Carpenter, Civic Administration Manager  
Mr S Davies, Finance Manager  
Miss M Challis, Marketing and Promotions Manager  
Mr M Caton, Town Centre Coordinator  
1 member of the public

**193. APOLOGIES FOR ABSENCE**

None.

**194. DECLARATIONS OF INTEREST**

None.

**195. THE MINUTES**

It was **RESOLVED** that:

The minutes of the meeting held on 20 June 2011 were approved as a correct record and the Chairman authorised to sign the same.

**196. MATTERS ARISING FROM THE MINUTES NOT DEALT WITH ELSEWHERE ON THE AGENDA**

Calendar 2012

It was confirmed that there had been a good response to the calendar competition which had recently been judged by the Mayor and Chairman. Advertising sponsorship was also going well. A new outlet for the sale of the calendar was currently being sought and both Costa and Riverside Garden Centre were suggested as possible outlets.

Street Naming

The Committee was pleased to note that East Herts Council had recently agreed to consult with the Town Council on names for developments of 10 dwellings or more. The Committee however requested that further correspondence with East Herts Council take place to request that the Council be consulted on the naming of smaller developments.

It was **RESOLVED** that:

The action sheet be received and noted.

**197. QUESTIONS AND/OR STATEMENTS FROM MEMBERS OF THE PUBLIC**

There were no members of the public wishing to speak.

**198. TOURISM AND PROMOTION – TOWN AND TOURIST INFORMATION CENTRE**

The Committee received a report summarising activity at the Town and Tourist Information Centre.

It was noted that income from the sale of merchandise was low but that this was a small proportion against income raised by ticket sales.

The issues surrounding the licensing of Hertford Live! needed to be addressed and further investigations were required to identify a way for the scheme continue whilst addressing the PRS requirements.

It was **RESOLVED** that:

- a) Investigations continue to identify ways in which the Hertford Live! scheme could continue to operate.
- b) The Committee note the report.

**199. TOURISM AND PROMOTION – HERTFORD TOWN COUNCIL EVENTS**

The Committee received a report summarising the Town Council's events since the start of the 2011 events programme along with details of the preparation for the remaining programme for 2011 and an initial draft of events for 2012.

The Committee thanked both Councillors and Staff for the well organised and professional manner in which the events programme had been implemented over the past months.

It was noted that the Open Air Theatre production had not been as successful as anticipated, however it was felt that this was as a result of the choice of play and the poor promotional material.

The proposed events programme for 2012 was considered, and the need to consult the Friends of Hertford Castle was recognised.

July 2012 marked the 100<sup>th</sup> anniversary of opening of the Castle Grounds to the public and this was an anniversary that the Friends of Hertford Castle was keen to mark. A band concert had been booked for 22 July, which seemed an appropriate date to mark the anniversary and it was felt that this event could built on and an invitation extended to the Cecil family to attend.

Other celebrations for 2012 included HM Queen's Diamond Jubilee and the Council had registered to site a beacon on the top of the Castle as part of the national celebrations. Insurance implications would be investigated.

The Committee hoped that as part of the Heritage open day, more historic buildings within the Town would be open to the public, including Shire Hall and it was thought that the Council could help to coordinate day.

Whilst still keen to have an Open Air Theatre production in 2012, members were mindful to ensure the event did not again run at a loss and therefore decided that both the choice of production and advanced publicity was crucial. A Midsummer Night's Dream was considered to be an appealing production and the setting of the ticket price at £5, was considered still to be a reasonable price but at the same time giving the impression of a quality event. Before finalising a date for the event, officers were requested to check that no other large local events were taking place on the same day.

It was **RESOLVED** that:

- a) An entry fee is not introduced for Rock at the Castle
- b) The Committee **approves** A Midsummer's Night Dream as the Open Air Theatre production for 2012, with the ticket price set at £5.
- c) The Committee **approves** the 2012 events programme subject to consultation with the Friends of Hertford Castle, and suitable date mapping.
- d) The Committee **notes** the remainder of the report.

## **200. TOWN CENTRE UPDATE**

The Committee received a report summarising the various projects designed to assist the economic health and development of the town during the current financial difficulties and also received a verbal update from the Town Centre Coordinator

The Town Centre Coordinator stated that since his appointment he had largely been engaged in a listening exercise with stakeholders. His intention was to build a network of businesses to establish a feeling of cohesion and collaboration with the ability to collectively express business views. He was keen to replicate the business model adopted by the St Andrew Street Association and to roll it out throughout the Town.

The Christmas Gala on 25<sup>th</sup> November would be based on the market event similar to last year for both food and craft stall holders. The rents from the market stalls would contribute towards the cost of the Gala and the promotional campaign.

Preliminary discussions were taking place with Hertford Museum to introduce Ghost Walks around Town on 30/31<sup>st</sup> October, which would move people around the Town, giving them an opportunity to see the variety of shops available in Hertford. To tie in with Heritage Weekend an idea to arrange a walk around all the

historic shop premises would be another opportunity to encourage the public to walk the Town centre.

The Committee had also received a copy of the updated retail survey and were pleased to note that empty properties were running at 7% as opposed to the national level of 11.2%

It was **RESOLVED** that:

- (a) The Committee **approves** the priorities outlined by the Town Centre Coordinator.

## **201. BUSINESS ENTERPRISE INITIATIVE**

The Committee had received a report detailing the proposed plan for the Hertford Town Council Business Initiative. The aim of the initiative was to support local business growth, not only retailers, by running a series of workshops on topics such as e-commerce, law and accountancy. Experienced speakers had been approached to carry out the workshops.

It was proposed that all enquiries would be dealt with via the Town Council website which would include an online booking system.

Adequate promotion would be critical to the success of the initiative and suitable fliers had been designed which would be circulated locally.

It was **RESOLVED** that:

A contingency budget of £500 be set aside to set up the Business Initiative in the first instance and this would be taken from the 'Welcome to Hertford' signage budget.

## **202. VENUE HIRE REPORT**

The Committee received an update on the hire statistics for the Castle and Mill Bridge rooms.

It was **RESOLVED** that:

- a) The Committee **notes** the venue hire report.

## **203. CARNIVAL**

The Committee received a verbal report confirming that arrangements for the Carnival were progressing and that Carnival packs and application forms had been produced

It was **RESOLVED** that:

The Committee notes the verbal update.

#### **204 . CCTV STATISTICS**

The Committee had received a report outlining the CCTV statistics to August 2011.

It was **RESOLVED** that:

The CCTV report and statistics be noted.

#### **205. PLANNING TRANSPORT AND TRAFFIC - PLANNING SUB-COMMITTEE**

It was **RESOLVED** that:

- (a) The minutes of the Planning Sub Committee held on 7 June, 20 June, 4 July, 18 July, 8 August and 22 August 2011

#### **206. FINANCE –FIRST QUARTER INCOME AND EXPENDITURE 2011/12**

The Committee received a report on the first quarter income and expenditure for 2011/12. T

It was **RESOLVED** that:

- (a) The Committee **notes** the report on the income and expenditure to 30 June 2011.

#### **207. FINANCE – BUDGET ITEMS 2012/13**

The Committee received an early draft of the budget for 2012/13 and the Committee was requested to consider any projects it may wish to consider for the forthcoming financial year.

It was **RESOLVED** that:

The Committee notes the draft budget for 2012/13.

The meeting closed at 9.00pm.