

**MINUTES OF THE MEETING OF THE DEVELOPMENT AND LEISURE  
COMMITTEE HELD ON MONDAY 3 OCTOBER 2016 IN THE ROBIN ROOM, THE  
CASTLE, HERTFORD AT 7.30PM**

PRESENT: Councillor Miss J Sartin, in the Chair

Councillors: P Boyle, S Cousins, Dr J Downs, Mrs S Dunkley, Miss C Geall, Mrs B Haddock, Mrs S Newton, Miss J Sartin, A Stevenson and Miss M Tybinka

IN ATTENDANCE: Cllr P Ruffles  
Mr J Whelan – Town Clerk  
Ms P Carpenter, Civic Administration Manager  
Mrs M Reynolds, Marketing and Events Manager  
3 Members of the public (part of the meeting)

**230. APOLOGIES FOR ABSENCE**

None

**231. DECLARATIONS OF INTEREST**

None.

**232. THE MINUTES**

It was **RESOLVED** that:

The minutes of the meeting held on 20 June 2016 were approved as a correct record and the Chairman authorised to sign the same.

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

It was **RESOLVED** that:

The action sheet be received and noted.

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

Mr Mark Lynch addressed the Committee on the item referring to Neighbourhood Plan for Bengo Ward. Mr Lynch wished to reinforce the report and stated that there was strong support in the area for a Neighbourhood Plan. Mr Lynch understood that resources were limited until the Sele Ward Plan was nearing completion, but that once Area Designation had been approved the residents could commence initial work and seek support to join the Working Groups.

### **235. TOURISM AND PROMOTION – TOWN AND TOURIST INFORMATION CENTRE**

The Committee received a report summarising activity at the Tourist Information Centre (TTIC).

The Committee was pleased to note that footfall to the new premises was significantly higher already and that the launch event will take place on 10 October.

The format for the Cheerful Trader competition worked well this although the numbers were not particularly high. It was expected that the competition next year would be better publicised by the new Town Centre Officer.

It was **RESOLVED** that:

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

### **236. TOURISM AND PROMOTION – HERTFORD TOWN COUNCIL EVENTS**

The Committee received a report on the events programme for 2016 as well as feedback of the events that had taken place.

The events programme for 2016 was seen as successful, with high attendances, particularly at the Teddy Bears Picnic and Rock at the Castle. The recent Heritage Day had also been successful with Celtic Harmony providing free activities on the lawn.

It was **RESOLVED** that:

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

### **237. PROPOSED EVENTS PROGRAMME FOR 2017**

The Committee had received a detailed report outlining the proposed programme of events for 2017 which included proposals for several new events.

The programme would commence with Arts based events throughout April and would include a new event for 22 April called Arts Street Festival to replace the English Celebration.

A further new event for Sunday 4<sup>th</sup> June will be 'Cars at the Castle' which would feature a car show with vintage cars. The Committee was keen to ensure the event was not commercial and that individual owners of vintage cars would have the opportunity to display their vehicles. The event would also include a Castle Open Day.

A new event for the Town Centre on Saturday 17<sup>th</sup> June was proposed, which would run along similar lines to the Food and Drink Festival, but would encompass local fashion and beauty retailers. The precise name for the event had not yet been decided, but 'Beautiful Hertford' was suggested as a possibility.

The date of the Teddy Bears' Picnic was confirmed as Sunday 9<sup>th</sup> July, not 2<sup>nd</sup> July as published in the report.

Concern was expressed regarding the danger of traffic, particularly buses, moving through Parliament Square and the narrow section of Fore Street during the Christmas Gala; it was agreed that Officers should investigate closing the road for this year's event.

A proposed event titled 6 weeks of Summer, which would include events for Children on one day per week throughout the school summer holidays was not supported. The Committee was however open to the idea of a one day event, to coincide with National Play Day on the first Wednesday in August, and officers were asked work with the local Children's Centres on the format for the event.

The traditional event of Castle Tours and Brass Band concert in August would include gardening themed stalls, with the allotments officer, Mudlarks and others being on hand to offer gardening advice.

The proposed films for the Open Air Cinema were discussed and of the ten films suggested, two were excluded. It was requested that a social media voting campaign be started to assist the Council in choosing both a Friday evening film and a more family friendly Saturday screening.

Rock at the Castle remained one of the Council's most significant and popular events of the year and some discussions were currently taking place with the Safety Advisory Committee with regard to limiting the amount of alcohol being bought onto the site. Whilst keen to work with the Safety Advisory Committee, members nevertheless wanted to ensure that a sensible management policy which struck the correct balance was put into place, and it was agreed that this should be discussed further at a future meeting.

The Heritage Weekend Saturday 9<sup>th</sup> and 10<sup>th</sup> September would include a town centre event which included elements from the English Celebrations, followed by the Castle Open Day on the Sunday.

The Committee was concerned that the additional costs for the expanded events programme had not been included in the report, and this information was requested before a final decision was taken on the programme for 2017.

Officers were requested to bring back detailed costs for the new events for the budget setting process in December.

It was **RESOLVED** that:

1. The Committee **approves** the proposed events programme as detailed above, subject to a final review alongside the costs of additional events.
2. The Committee **does not approve** the reallocation of budget from the Downshire Suite marketing budget to the events budget.
3. The Committee **notes** the report.

### **238. TOWN CENTRE UPDATE**

The Committee received a report summarising the various projects designed to assist the economic health and development of the town centre.

The Committee was advised that officers were currently seeking licences from Hertfordshire County Council for the Christmas lights display.

The free wifi scheme was showing good usage and officers were asked to consider additional budget for expanding the scheme into Fore Street and The Wash.

It was **RESOLVED** that:

- (a) The Committee **notes** the progress made on delivering the Council's Town Centre Priorities and the planned activities for 2016.

### **239. HERTFORD ENTREPRENEURS**

The report of the latest activities of the Hertford Entrepreneurs had been received by the Committee and it was noted that the Entrepreneur of the Year Competition would commence again in December, with Cllr Stevenson contributing £1500 from his County Council locality budget.

It was **RESOLVED** that:

The Committee **notes** the report

### **240. VENUE HIRE REPORT**

The Committee received an update on the hire statistics for the Castle and Mill Bridge rooms. The Committee was pleased to note the continued good hire statistics at both the Castle and Millbridge Rooms.

The Committee discussed the proposed Castle wedding prices for 2018 for Sundays and Bank Holidays and noted that these were comparable to other local venues. The minimum four hour Sunday wedding hire was also considered appropriate.

Whilst the Committee was keen to replace the interpretation boards in the Castle Grounds, the Council had looked to work with East Herts Council on the scheme as they had assisted with funding for the current boards. East Herts Council was however in the process of finalising its management plan for the Castle Grounds and was not therefore in a position to contribute at this time, therefore the Committee decided to defer any decision regarding the interpretation boards to a later date.

It was **RESOLVED** that:

- a) The Committee **notes** the report.
- b) The Committee **approves** 2018 Sunday Wedding and Reception hire prices.
- c) The Committee **approves** the minimum 4 hour booking period for Sundays
- d) The Committee **defers** the replacement of the Interpretation boards in the Castle Gardens until after East Herts Council has finalised its management plan.

#### **241. CCTV REPORT AND STATISTICS**

The Committee received a report from the Finance Manager outlining the recent CCTV statistics.

It was suggested that the figures be referred to the next meeting of the Full Town Council in order for them to be discussed with the Police, who will be in attendance.

It was **RESOLVED** that:

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

(Note: The following 2 agenda items were discussed at the beginning of the meeting)

#### **242. SELE WARD NEIGHBOURHOOD PLAN MINUTES**

The Committee received the minutes of the Sele Neighbourhood Plan meetings for 16 March, 21 April and 9 June 2016.

Amendment to the minutes: Cllr Dr Downs stated that she was in attendance at the meetings on 16 March and 9 June, and therefore did not proffer her apologies for absence.

It was **RESOLVED** that:

The Committee **notes** the minutes of the Sele Neighbourhood Plan meetings (with amendments) for 16 March, 21 April and 9 June 2016.

#### **243. BENGEO WARD NEIGHBOURHOOD PLAN**

The Committee received a report from the Town Clerk regarding a proposal to consider the development of a Neighbourhood Plan for Bengero Ward.

The Committee supported the detail within the report and reiterated that whilst the Council would be applying for an Area Designation for Bengero Ward, work would not be able to start work on the neighbourhood plan until such time as the Sele Ward plan was largely complete. The Committee also agreed to set aside £10,000 from the New Homes Bonus to support the work of the plan; this money would not be required until the Council's work on the project commenced.

It was **RESOLVED** that:

- a) The Committee **approves** that the Town Clerk writes to East Herts Council to apply for Area Designation for a Bengoe Ward Neighbourhood Plan.
- b) The Committee **approves** that a Working Group of interested Councillors be set up to take the project forward, on the conclusion of the Sele Ward Neighbourhood Plan.
- c) The Committee **recommends** to the Finance, Policy and Administration Committee that £10,000 be set aside from the New Homes Bonus for costs associated with the project.

#### **244. HERTFORD HERITAGE TRAIL**

The Committee was pleased to note that work was progressing well on the Heritage Trail, with planning applications having been submitted for the majority of the locations for a plaque. It was agreed that the plaques would be erected at around the same time rather than piecemeal.

It was **RESOLVED** that:

The Committee notes the report.

#### **245. KEY PERFORMANCE INDICATORS**

The Committee received a report recommending additions to the current performance indicators reported to Committee on a quarterly basis.

The Committee discussed the various KPI's within the report but wished to see new KPIs to be more measurable than those recommended.

It was **RESOLVED** that:

The Committee **defers** the decision regarding additional KPIs for the next meeting of the Committee.

#### **246. MARKETING ACTIVITIES**

The Committee received a report outlining the marketing activities and spend for 2016/17.

It was noted that the marketing budget for the hire of venues had not been fully used and could therefore be reduced in 2017/18.

It was agreed that the door to door event leaflet should be produced twice next year, once in January and a further one in June to ensure it included a range of events across the town. Costs of this to be obtained.

It was **RESOLVED** that:

The Committee **notes** the report.

**247. PLANNING TRANSPORT AND TRAFFIC - PLANNING SUB-COMMITTEE**

The Committee had received copies of the minutes of the Planning Sub Committee meetings held on 27 June, 11 July, 25 July, 8 August, 22 August, 5 September and 19 September 2016.

It was **RESOLVED** that:

The minutes of the Planning Sub Committee held on 27 June, 11 July, 25 July, 8 August, 22 August, 5 September and 19 September 2016 be received.

**248. FINANCE – FIRST QUARTER INCOME AND EXPENDITURE 2016/17**

The Committee received a report on the end of year income and expenditure for 2016/17.

It was **RESOLVED** that:

The Committee **notes** the first quarter income and expenditure to 30 June 2016.

**249. DRAFT BUDGET**

The first draft budget had been received and it was noted that a further £5000 needed to be added to the budget for the ongoing town wifi costs.

It was **RESOLVED** that:

The Committee notes the report.

The meeting closed at 9.10 pm