

**MINUTES OF THE MEETING OF THE DEVELOPMENT AND LEISURE
COMMITTEE HELD ON MONDAY 11 DECEMBER 2017 IN THE ROBIN ROOM,
THE CASTLE, HERTFORD AT 7.30PM**

PRESENT: Councillor Miss J Sartin in the Chair

Councillors: P Boyle, R Deering, Mrs S Dunkley, Mrs J Goodeve and Mrs S Newton.

IN ATTENDANCE: Cllr P Ruffles – part of the meeting
Mr J Whelan – Town Clerk
Ms P Carpenter – Civic Admin Manager
Mrs M Reynolds – Marketing and Events Manager
Mrs J Bullen – Town & Tourism Development Manager

433. RECORDING OF MEETING

It was confirmed that no person present wished to record the meeting.

434. APOLOGIES FOR ABSENCE

Apologies for absence were received from Councillors S Cousins,(another meeting), Cllr Mrs Haddock and Dr J Downs (Personal commitment)

435. DECLARATIONS OF INTEREST

Cllr Miss Sartin	DPI – Any discussion relating to Hertfordshire Festival of Music	Cllr Miss Sartin is a Trustee of the HFoM
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436. THE MINUTES

It was **RESOLVED** that:

The minutes of the meeting held on 2 October 2017 were approved as a correct record and the Chairman authorised to sign the same.

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

It was **RESOLVED** that:

The action sheet be received and noted.

438. QUESTIONS AND/OR STATEMENTS FROM MEMBERS OF THE PUBLIC

There were no members of the public wishing to speak.

439. TOURISM AND PROMOTION – TOWN AND TOURIST INFORMATION CENTRE

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

The Town and Tourism Development Manager confirmed that the TTIC would shortly be stocking goods from Made in Herts on a commission basis and that HUB box had indicated an interest in using the TTIC as a click and collect venue. Further discussions on the arrangements would commence in the New Year. Police surgeries in the shop were also going well, with new dates to be arranged in January.

The Committee requested that further consideration be given to obtaining an alcohol licence to sell McMullens Beer, Old Vodka and Pinkster Gin, with potential profit margins being fully assessed

Following a meeting with CVS several ideas were suggested to help promote the TTIC and these ideas could be considered in due course.

The Committee approved the proposals to amend the gohertford website to advertise tickets available for sale in the TTIC. Officers were also requested to be proactive in growing the ticket sales side of the service. A bigger poster in the window advertising ticket sales was also suggested.

Note: Having previously declared a DPI Cllr Miss Sartin left the room during the discussion on the following item: The Vice Chairman, Cllr Mrs Dunkley took the Chair for the duration of the discussion.

The TTIC had been given the opportunity to sell tickets on behalf of the Hertfordshire Festival of Music at a commission rate of 7.5% instead of the usual 10%. The reason for the lower rate of commission is because the TTIC does not have the facility for online ticket sales, which the HFoM could otherwise obtain from Hertford Theatre. After discussion, the Committee approved the reduced commission rate.

It was noted that work has started to increase services and increase income at the Centre, however consideration must given to further enhance the current service offer and income.

It was **RESOLVED** that:

- a) The Committee **notes** the report.
- b) The Committee **approves** the proposed commission rate for HFoM ticket sales
- c) The Committee **approves** the proposed changes to the gohertford.co.uk website

440. TOURISM AND PROMOTION – HERTFORD TOWN COUNCIL EVENTS

The Committee received a report detailing feedback of the Christmas Gala and the Committee noted that the snow globe was particularly successful.

It was confirmed that the new Events programme was due to go to print imminently and the delivery to all households in Hertford would commence in the first week of January.

The Marketing and Event Manager confirmed that for the first year advertising had been sought, which fully covered the cost of the print and half of the distribution costs.

It was **RESOLVED** that:

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

441. EVENT STALL HOLDER INCOME

The Committee received a report which requested consideration for a review of the 15% donation to MOHAF from the Castle Community Events. The Committee noted that this was an historical amount which was now inappropriate, given the fact that the events programme had grown considerably since the rate for first agreed. It was approved that the donation rate be amended to 5% for the forthcoming events programme.

It was **RESOLVED** that:

- a) The Committee **approves** 5% be donated to MOHAF from stallholder income.
- b) The Committee **notes** the report

442. 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 planning applications for the WiFi boxes have been approved and would be installed early in the New Year. A launch event would be organised towards the end of the month and improved ongoing publicity implemented.

It was requested that a disclaimer be added to the homepage regarding security on public wifi systems.

The proposal to change the Cheerful Trader award to the Love Hertford Awards was discussed and the Committee was keen to ensure that no business, either within the Town Centre or in local Hertford neighbourhoods was excluded. It was further agreed that the competition should be open to all businesses, not only independents.

It was **RESOLVED** that:

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

443. HERTFORD ENTREPRENEURS

The Committee received a report which provided an update of the activities of the Hertford Entrepreneurs.

It was **RESOLVED** that:

- a) The Committee **approves** the proposed HE events for 2018 including the Hertford Entrepreneur of the Year Awards.
- b) The Committee **approves** the decision to charge a £10 fee for entrepreneurs to attend the first 2018 event. If the pricing structure sustains or increases the current attendance levels, the Committee approves to continue charging a £10 fee to cover the costs associated with running the events. Note that attendance to the HE Awards event will be free of charge for visitors to attend.
- c) The Committee **notes** the report.

444. VENUE HIRE REPORT

The Committee received an update on the hire statistics for the Castle and Mill Bridge rooms. The report included proposals for increases to the wedding ceremony prices and Millbridge Room hire.

It was **RESOLVED** that:

- a) The Committee **notes** the report.
- b) The Committee **approves** the pricing structure for wedding ceremonies and reception hire at Hertford Castle.
- c) The Committee **approves** the pricing structure for the Mill Bridge Rooms venue hire.

445. FRIENDS OF HERTFORD CASTLE – CASTLE TOURS

The Committee received a report outlining proposed changes to the Castle Tours. The Committee wished to pass on its appreciation to the Friends of Hertford Castle for their work during 2017.

It was **RESOLVED** that:

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

446. CCTV STATISTICS AND TAXI MARSHAL UPDATE

The Committee received a report from the Finance Manager outlining the recent CCTV statistics and taxi marshal update.

It was noted that the Police were generally pleased with the service provided by the taxi marshals, but some feedback had been received from taxi drivers that not all marshals provided the same level of service. The Town Clerk agreed to investigate.

It was requested that consideration be given to an approach to East Herts Council for S106 funding to assist in the future funding of the marshals. It was further requested that consideration be given to expanding the CCTV coverage of the town and this was requested as an item for a future agenda.

It was **RESOLVED** that:

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

447. BENGEO NEIGHBOURHOOD AREA PLAN WORKING PARTY MINUTES

The Committee received the minutes of Bengero Neighbourhood Area Plan Working Party meeting held on 28 September and 25 October 2017

It was **RESOLVED** that:

The Committee receives the Bengero Neighbourhood Area Plan Working Party minutes held on 28 September and 25 October 2017.

448. MARKET WORKING PARTY MINUTES

The Committee received the minutes of Hertford Market Working Party meeting held on 25 September 2017.

It was **RESOLVED** that:

The Committee receives the minutes of the Hertford Market Working Party minutes held on 25 September 2017.

450. PLANNING TRANSPORT AND TRAFFIC - PLANNING SUB-COMMITTEE

The Committee had received copies of the minutes of the Planning Sub Committee meetings held on 2 October, 16 October, 30 October and 13 November 2017.

It was **RESOLVED** that:

The minutes of the Planning Sub Committee held on 2 October, 16 October, 30 October and 13 November 2017.

451. PROGRESS ON OBJECTIVES

The Committee received an update on the progress made on the Objectives for 2016-19.

It was **RESOLVED** that:

The Committee **notes** the progress on the Objectives for 2016-19.

It was **RESOLVED** that:

The Committee **notes** the report.

452. HERTFORDSHIRE'S DRAFT LOCAL TRANSPORT PLAN

The Committee received a briefing document on the Draft Local Transport Plan for Hertfordshire.

In commenting on the draft plan the Committee was generally supportive of the aspects of the plan relating to Hertford and were pleased to note the key change within the document which was aimed at getting people out of their cars.

Improvements to the rail service at Hertford East were welcomed along with improvements to the bus service 724, which was overdue. The idea of Hertford as a sustainable travel town was supported but it was noted this should be backed up with maintenance and improvements to footpaths, with hedgerows cut back regularly. Improvements to rail connectivity between Hertford and Stevenage was noted as rather ironic, given that the line would be closed for the next 7 years.

In terms of the proposals for a Hertford Bypass, the Committee couldn't comment in a meaningful way given that no formal information was available at this stage. The committee wished to reserve its view for the time being.

It was **RESOLVED** that:

The Committee **approves** the above comments to be sent to HCC

453. FINANCE – FIRST HALF INCOME AND EXPENDITURE 2017/18

The Committee received a report on the first half income and expenditure for 2017/18. It was requested that the accounts be presented in a more transparent way in future, quoting the actual costs of each service, along with the percentage cost.

It was **RESOLVED** that:

(a) The Committee **notes** the first half income and expenditure for 2017/18.

454. DRAFT BUDGET

The Committee received a draft of the budget for 2018/19 and were noted this was a 'business as usual' budget with no additional projects proposed

It was **RESOLVED** that:

The Committee **notes** the Draft Budget for 2018-19

The meeting closed at 8.50pm