



HERTFORD TOWN COUNCIL

Ref: D&L/D&Lagenda

16 February 2017

TO: ALL MEMBERS OF THE
DEVELOPMENT AND LEISURE COMMITTEE

Dear Councillor

A Meeting of the Development and Leisure Committee will be held on:

**MONDAY, 26th FEBRUARY 2018
IN THE ROBIN ROOM, THE CASTLE, HERTFORD
AT 7.30 PM**

The Agenda is attached.

Yours sincerely

Mr J Whelan
Town Clerk

Councillors, P Boyle, S Cousins, R Deering, Dr J Downs, Mrs S Dunkley, Mrs J Goodeve, Mrs B Haddock, Mrs S Newton, Miss J Sartin (c), Mrs M Stevens and A Stevenson

TOWN CLERK - JOSEPH WHELAN MBA

The Castle • Hertford • SG14 1HR • Tel: 01992 552885 • Fax: 01992 505876 • Email: town.clerk@hertford.gov.uk

www.hertford.gov.uk

AGENDA - MEETING OF THE DEVELOPMENT AND LEISURE COMMITTEE TO BE HELD ON MONDAY, 26 FEBRUARY 2018 AT 7.30PM IN THE ROBIN ROOM, THE CASTLE, HERTFORD

1. RECORDING OF MEETING

To establish if it is the intention of any person present to record the meeting.

2. APOLOGIES FOR ABSENCE

To receive apologies for absence.

3. DECLARATIONS OF INTEREST

To receive Members' declarations of Disclosable Pecuniary Interests (as defined by the Relevant Authorities (Disclosable Pecuniary Interests) Regulations 2012) where these Disclosable Pecuniary Interests:

- a) Have not already been entered into the register and
- b) Relate to a matter to be considered

To note that such interests so declared must be formally notified to Town Clerk and the Monitoring Officer at East Hertfordshire District Council of the interest within 28 days.

To receive Members' declarations of Declarable Interests in accordance with Hertford Town Council's Code of Conduct (adopted 8th April 2013).

4. THE MINUTES

To confirm as correct the minutes of the meeting held on 11 December 2017 and to authorise the Chairman to sign the same.

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

The Action Sheet is attached as **PAPER A (Page 5)**

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

Members of the public may speak about specific items on this agenda which contain a recommendation, provided they have advised the Town Clerk of their wish to speak no later than midday on the Friday before the meeting (or midday of the last working day of the week before the meeting). A list giving details of the name(s) and relevant agenda item(s) will be circulated to Councillors before the meeting commences.

7. TOURISM AND PROMOTION

(a) Report on Town & Tourist Information Centre (T&TIC)

To receive report on the recent activities of the T&TIC - **PAPER B (Page 7)**

(b) Hertford Town Council Events

To receive a report on the progress on the 2018 Events programme. - **PAPER C (Page 17)**

(c) Rock at the Castle Charity Application Process

To review the application process for organisations to apply to benefit from Rock at the Castle - **PAPER D (Page 19)**

(d) Town Centre Update

To receive a report from the Town Centre Coordinator– **PAPER E (Page 27)**

(e) Christmas Lights Tendering Process

To consider a report outlining the tender process for the Christmas Lights Display for 2018 – **PAPER F (Page 37)**

(f) Hertford Entrepreneurs

To receive a report on the activities of the Hertford Entrepreneurs. – **PAPER G (Page 45)**

8. VENUES

(a) Venue Hire Report

A report on the current position with the hire of venues. – **PAPER H (Page 49)**

9 CCTV REPORT

CCTV Statistics and Taxi Marshals Update

To receive a report on the CCTV statistics and Taxi Marshals – **PAPER I (Page 51)**

10. BENGEO WARD NEIGHBOURHOOD AREA PLAN WORKING PARTY

To receive the minutes of the Working Party held on 30 November 2017 and 1 February 2018. **PAPER J (Page 55)**

11. MARKETS WORKING PARTY

To receive the minutes of the Working Party held on 21 December 2017. **PAPER K (Page 59)**

12. SELE WARD NEIGHBOURHOOD PLAN WORKING PARTY

To receive the minutes of the Working Party held on 17 January 2018 – **PAPER L (Page 63)**

13. PLANNING SUB COMMITTEE

To receive the Minutes of the Planning Sub-Committee meetings of 27 November 2017, 11 December 2017, 2 January, 15 January, 29 January and 12 February 2018. These minutes have each been circulated. Councillors are asked to bring their copies with them.

14. PROGRESS ON OBJECTIVES 2016/19

To note the progress on the Objectives. **PAPER M (Page 65)**

15. HANGING BASKET CONTRACT

To consider a report on the Town Centre Hanging Basket Contract. **PAPER N (Page 73)**

16. COLE GREEN WAY – GREENSPACE ACTION PLAN 2018-2023

To comment on the second draft of the Action Plan. **PAPER O (Page 75)**

17. DISTRICT PLAN MAIN MODIFICATIONS CONSULTATION

To comment on the main modifications affecting Hertford **PAPER P (Page 127)**
The full document can be viewed at:
http://consult.eastherts.gov.uk/portal/main_modification_consultation_2018/mainmodifications

18. FINANCE - THIRD QUARTER INCOME AND EXPENDITURE 2017/18

To receive a report on the third quarter income and expenditure for 2017/18. – **PAPER Q (Page 151)**

This page is intentionally blank

**Development and Leisure Committee Action Plan from
11 December 2017 Meeting**

<u>Action</u>	<u>Required By</u>	<u>Lead officer</u>	<u>Status</u>
Hertford Market – Progress of Working Party in feasibility study	ASAP	MI	The Working Party met again on 21 December 2017 to review the results of the survey conducted by HTC on market customers and non-customers. The financial results provided by East Herts Council were discussed and the Members requested additional information regarding the budget for the current financial year and estimates for the following ones. Another meeting is scheduled for 8 March 2018.
Progress Maidenhead Street Project – now including The Wash and Bull Plain as a package of projects.	Ongoing	JW	Progress has been made to develop detailed proposals for the HUDS scheme of improvement to The Wash, Maidenhead Street and Bull Plain. An informal consultation on proposed changes to the Traffic Regulation Orders took place in December 2017 and the results are currently being reviewed by the consultants.
Interpretation boards in Castle Grounds	ASAP	MR	The information for the proposed boards is being reviewed and a report will be submitted on the progress and design at a future Development and Leisure Committee.
TTTC – Alcohol licence – Further consideration	ASAP	JB	Agenda Item
TTTC – Further proposals to enhance current sales offer	ASAP	JB	Agenda Item
GoHertford website – Disclaimer to be added to GoHertford website re security of public wifi systems	ASAP	JB	Action Completed
Taxi marshals – Approach East Herts for S106 funding for future funding of Taxi marshal.	ASAP	JW	Approach made. EHC response: The council (EHC) believes that taxi marshalling schemes can be particularly beneficial for individual towns. We appreciate the council has a role to play in supporting pilot schemes to enable our town council partners to test out such schemes and are happy to do so. Beyond this, however, we feel that the town councils themselves are better placed than EHC to decide whether to access HCC funding by providing 50% match-funding from their own resources. We therefore do not envisage providing on-going financial support for taxi marshalling in either town.
CCTV coverage – Report to a future meeting re extending the scheme	Future meeting. Could be considered under NHB allocation by FP&A		Report will be referred to a future meeting.

This page is intentionally blank

**REPORT TO A MEETING OF THE DEVELOPMENT AND LEISURE COMMITTEE –
26th FEBRUARY 2018**

PAPER B

**AGENDA ITEM 7(a) – HERTFORD TOWN & TOURIST INFORMATION CENTRE
(TTIC) FOR THE PERIOD NOVEMBER 2017 – JANUARY 2018**

1. PURPOSE OF THE REPORT

This report provides the Committee with information on the business at the Town and Tourist Information Centre (TTIC) for the period November 2017 until January 2018 inclusive.

This report also contains an update on proposals being actively pursued to increase the income generated at the TTIC and the range of services offered by the TTIC.

2. STATISTICS REPORT

Total visitors numbers are up by 5% over the same period last year. Telephone enquiries are down by 15% over the same period last year. Email enquiries are up down 19% over the same period last year and written enquiries are down by 30%. Note that written enquires previously included event posters and brochures which were sent to the TTIC, but are now excluded from these figures.

Number of walk in visitors categorised as per the below table:

	November	December	January
Accommodation	2	1	12
Attractions	251	169	350
Council	50	45	41
Directions	79	76	73
Events	342	181	142
Relocation	40	1	8
Services	35	57	48
Souvenirs	551	654	292
Ticket sales	122	60	99
Transport	50	42	97
Walks & Cycling	23	9	40
Other	71	84	95
TOTAL	1616	1379	1297

Telephone enquiries categorised as per the below table:

	November	December	January
Accommodation	4	2	1

Attractions	4	7	9
Council	24	21	24
Directions	2	1	3
Events	12	6	15
Relocation	1	0	0
Services	0	0	1
Souvenirs	4	3	7
Ticket sales	37	23	30
Transport	0	4	3
Walks & Cycling	2	1	1
Other	17	24	18
TOTAL	107	92	112

Written enquiries categorised as per the below table:

	November	December	January
Accommodation	0	1	0
Attractions	1	4	17
Council	7	5	4
Events	9	3	10
Souvenirs	2	1	0
Ticket sales	2	1	0
Transport	1	0	0
Walks & Cycling	1	1	0
Other	2	1	3
TOTAL	25	17	54

Email enquiries categorised as per the below table:

	November	December	January
Accommodation	3	1	2
Attractions	18	21	23
Council	46	28	38
Directions	0	0	0
Events	55	17	41
Relocation	0	0	0
Services	0	0	0
Souvenirs	3	9	10
Ticket sales	14	5	15
Transport	3	0	3
Walks & Cycling	5	2	6
Other	20	44	31
TOTAL	167	127	169

3. **SALES & STOCK**

Coach and event ticket sales income are up by 15% over the same period last year (November 2017- January 2018).

Retail sales are up by 35% over the same period last year.

The best-selling souvenirs over the reporting period are:

Item	Quantity	RRP	Total
Calendar Hertford Official (inc. envelope)	149	£7.50	£1,117.50
Greetings Cards ANCA	116	£2.00	£232.00
PC Xmas cards	115	£4.50	£517.50
Phil Clements Hertford Tea Towel	76	£6.50	£494.00
Bauble	68	£10 / 2 for £17	£605.00
Honey	63	£3.99	£251.37
Postcards	37	25p	£9.25
Amy Pettingill Mug	37	£7.00	£259.00
St Kews Biscuits	34	£2.50	£85.00
Phil Clements postcard	31	40p	£12.40
Total			£3,583.02

Additional souvenirs have been ordered to sell in the premises such new scarves featuring stags, spring themed tea towels and packaged biscuits.

Officers have contacted a popular designer who has agreed to share poster images of Hertford as well as photographs of Hertford buildings at night which will appear as prints and souvenirs for sale.

Guided Walks

The Haunted Hertford Walks planned for January, February and March have proved popular with tickets selling out for all but one of the walks. During the report period three guided walks have taken place. The less popular one took place on New Year's Day so this will be reviewed before the 2019 walks are confirmed. So far the income generated for the walks held in 2018 is £336.

Title	Date	Ticket price	Available tickets	Tickets sold	Total income
Christmas Ghost Walks	30/12/2017	£6	25	25	£150
Historic Hertford	01/01/2018	£6	25	6	£36
Haunted Hertford	26/01/2018	£6	25	25	£150
Totals			75	56	£336

4. UPDATE ON PROPOSALS TO INCREASE INCOME

Cards for Good Causes

Between 20th October 2017 and 5th January 2018 the TTIC hosted a 'Cards for Good Causes' pop up Christmas Card shop. Not only did this generate a lot of interest from the public and increased foot-fall, particularly in December, but it also offered an opportunity to generate some income whilst also encouraging the public to support charities. Total sales for the 'Cards for Good Causes' member charities was £1,855.18, of which the TTIC will keep 10%. The sales of cards for the Mayor's nominated charity Isabel Hospice was £255.80. Due to the success of this project, it will be repeated in 2018.

Made in Herts

As of 9th January 2018 'Made in Herts Studios' have had locally created artwork such as jewellery, ceramics, paintings and other craft items displayed in the TTIC. These items are available for sale of which the TTIC will keep a 20% commission, sales as of mid-February totals £269.93. 'Made in Herts Studios' are grateful to be able to have their work featured in a central Hertford location and will permanently display at the TTIC.

Alcohol Licence

At D&L Committee in November 2017, Officers were asked to research the costs of acquiring an alcohol licence to sell locally made liquors to the public.

Officers have researched into the cost price and recommended retail price of two locally made liquors.

A local gin company trade price for a 700 ml bottle would cost £23.30+VAT (£21.90+VAT per bottle for a case of 6) with a retail price at £35. For bottle with a gift box trade price is £1 more but RRP is £37. For 350 ml bottle trade price is £14+VAT (case of 12 is the minimum order) and RRP is £24.

A local vodka company trade price for a 700 ml bottle would cost £19.96+VAT and retail at £30. A gift set of three 50 ml bottles would cost £9+VAT trade price (order of £100 or more) and retail at £15 which may prove a popular gift with customers.

The application fee to acquire a licence is a one off fee of £190. There is also an annual fee of £180 and an advert for the application within the local newspaper is required and will be an additional cost.

Officers have received enquiries from the public to stock locally brewed McMullen liquor. The company are not able to provide cost and retail prices or provide stock for the time being.

Officers are unsure whether the quantity of liquor sold would cover the cost of the licence and annual fee as there are alternative liquor stores located in close

proximity to the TTIC. These retailers do not stock a vast quantity of locally produced liquor.

Officers welcome a decision from the Committee on whether to proceed with this proposal.

Click & Collect

To increase the footfall into the TTIC and generate additional income, Officers have signed an agreement with HubBox who offer a click and collect service. Customers will purchase goods online and will be able to collect them from the TTIC.

There will be a soft launch for the first four weeks to ensure the click and collect process is working and will be tested by HubBox secret shoppers. After the four week trial, the TTIC will be paid £0.48 per parcel (inclusive of VAT) for every parcel logged in and out correctly.

The contract is for a duration of 12 months and will commence in March, but either party may terminate the agreement upon providing the other party with no less than 30 days advance written notice.

Calendar Sales

An exhibition of the Calendar images was in place at the TTIC from October until 9th January to increase interest in visiting the TTIC and to increase retail sales.

The following information summarises the 2018 Calendar Sales:

- 210 calendars were sold (191 at full price £7.50 and 19 at sale price £5) resulting in sales of £1,527.50.
- 21 calendars were given to winners whose photographs are included in the calendar and also to and advertisers taking space in the calendar
- The production cost of 250 copies was £922
- £400 was generated in advertising revenue, the surplus of sales and advertising revenue over production costs for the 2018 Calendar is £1,005.50. Last year total profit was £914.73.

Officers will contact advertisers around June for the 2019 calendar to drive up advertising revenue as four of the twelve advertising spaces remained unsold for 2018.

Hertfordshire Festival of Music Partnership

As agreed at the D&L Committee meeting in November 2017, the Town Council will sell tickets on behalf of Hertfordshire Festival of Music using an allocated seating function on specialist website Eventbrite.

Officers have been testing the allocated seating function on Eventbrite which appears successful.

It has been agreed with HFoM that ticket sales will commence on 1st March 2018.

The Council will sell all tickets for the festival except for the events taking place at Hertford Theatre as the theatre will sell tickets inhouse for these events. The Council will therefore not earn commission for the tickets sold by Hertford Theatre for the 2018 Festival.

5. UPDATE ON WAYS TO INCREASE SERVICES TO THE PUBLIC AT TTIC

Police Surgeries

Pilot drop in sessions were agreed with Hertford Police to take place in December which were reported by the Police as a success. Additional sessions have been scheduled to take place in January and February. Officers are discussing with the Police to continue the regular scheduling of drop in session as far in advance as possible. This approach increases the chance of other organisations have clear slots available to use the TTIC for their own purposes.

Officers met with the Fire Service who are keen to establish drop in sessions designed around certain awareness campaigns they are organising. The first campaign will be taking place during 'Arson prevention week' which is 19th-24th March. A date is yet to be confirmed.

Newsletters

Officers have been trialling a new updated design of the electronic newsletter. Compatibility amendments are required prior to launching this in March.

Volunteering Opportunities

Officers continue to contact local charities directly requesting they send across volunteer opportunities to assist in promoting.

A dedicated page on the HTC website under the Town & Tourist Information Centre Tab has been created which will assist in promoting the volunteer opportunities available in Hertford. This page will have links to charities and other pages where members of the public can search for volunteering opportunities.

Following on from the meeting with Ian Richardson of CVS in December, Officers have made contact again with Team Herts Volunteering to work on getting dates organised for drop ins to promote volunteering in Hertford and in general. We are currently awaiting a response from Team Herts.

Go Hertford Website

Officers are awaiting the gohertford.co.uk website to be updated by Beavergroup to include a section for 'Tickets for Sale'. A date for completion will be confirmed shortly.

The most viewed pages on the website is the shopping directory followed by events and parking information.

6. **RECOMMENDATIONS**

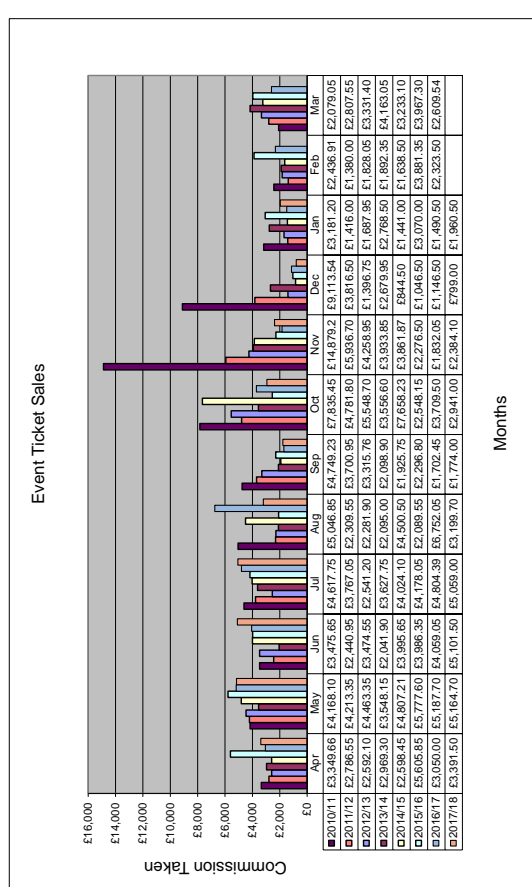
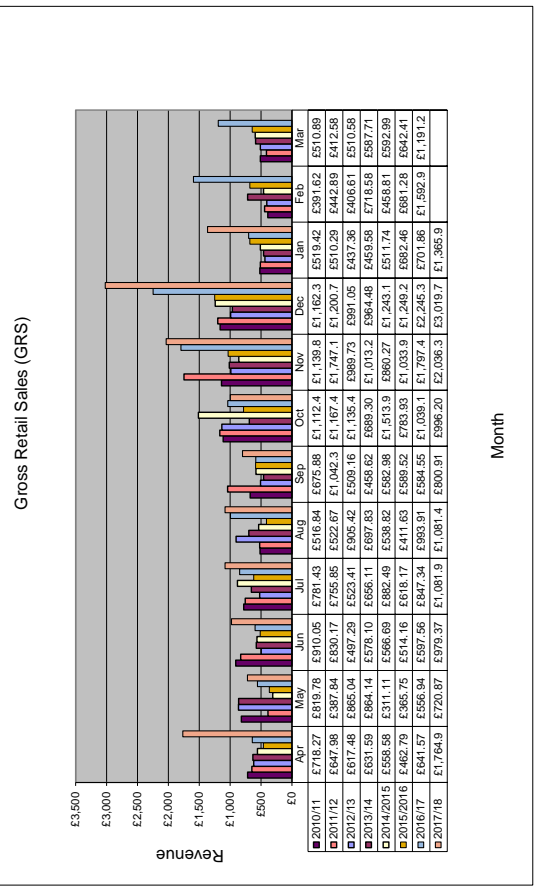
It is RECOMMENDED that:

- a) The Committee **considers** whether to purchase an alcohol licence for the TTIC.
- b) The Committee **notes** this report.

Report by: Jenny Bullen – Town and Tourism Development Manager

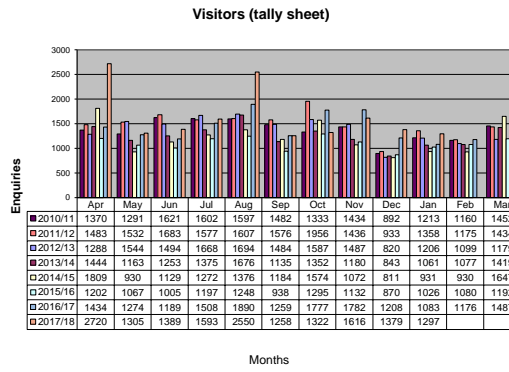
This page is intentionally blank

GROSS RETAIL SALES INCOME											
	2010/11	2011/12	2012/13	2013/14	2014/2015	2015/2016	2016/17	2017/18			
Apr	£718.27	£647.98	£617.48	£631.59	£558.58	£462.79	£641.57	£1,764.99			
May	£819.78	£387.84	£865.04	£864.14	£311.11	£365.75	£556.94	£720.87			
Jun	£910.05	£830.17	£497.29	£578.10	£566.69	£514.16	£597.56	£979.37			
Jul	£781.43	£755.85	£523.41	£656.11	£882.49	£618.17	£847.34	£1,081.95			
Aug	£516.84	£522.67	£905.42	£697.83	£538.82	£411.63	£993.91	£1,081.44			
Sep	£675.88	£1,042.34	£509.16	£458.62	£582.98	£589.52	£584.55	£800.91			
Oct	£1,112.45	£1,167.40	£1,135.43	£689.30	£1,513.92	£783.93	£1,039.13	£996.20			
Nov	£1,139.81	£1,747.15	£989.73	£1,013.21	£860.27	£1,033.95	£1,797.46	£2,036.31			
Dec	£1,162.35	£1,200.76	£991.05	£964.48	£1,243.19	£1,249.25	£2,245.37	£3,019.76			
Jan	£519.42	£510.29	£437.36	£459.58	£511.74	£682.46	£701.86	£1,365.91			
Feb	£391.62	£442.89	£406.61	£718.58	£458.81	£681.28	£1,592.99				
Mar	£510.89	£412.58	£510.58	£587.71	£592.99	£642.41	£1,191.20				
	£9,258.79	£9,667.92	£8,388.56	£8,319.25	£8,621.59	£8,035.31	£12,789.89				



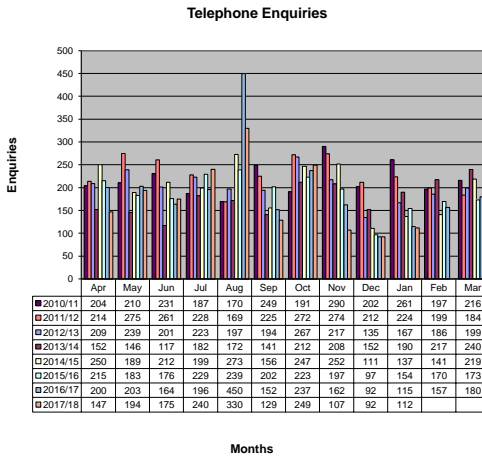
Visitors (tally sheet)

	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16	2016/17	2017/18
Apr	1370	1483	1288	1444	1809	1202	1434	2720
May	1291	1532	1544	1163	930	1067	1274	1305
Jun	1621	1683	1494	1253	1129	1005	1189	1389
Jul	1602	1577	1668	1375	1272	1197	1508	1593
Aug	1597	1607	1694	1676	1376	1248	1890	2550
Sep	1482	1576	1484	1135	1184	938	1259	1258
Oct	1333	1956	1587	1352	1574	1295	1777	1322
Nov	1434	1436	1487	1180	1072	1132	1782	1616
Dec	892	933	820	843	811	870	1208	1379
Jan	1213	1358	1206	1061	931	1026	1083	1297
Feb	1160	1175	1099	1077	930	1080	1176	
Mar	1452	1434	1179	1419	1647	1192	1487	
Total	16447	17750	16550	14978	14665	13252	17067	



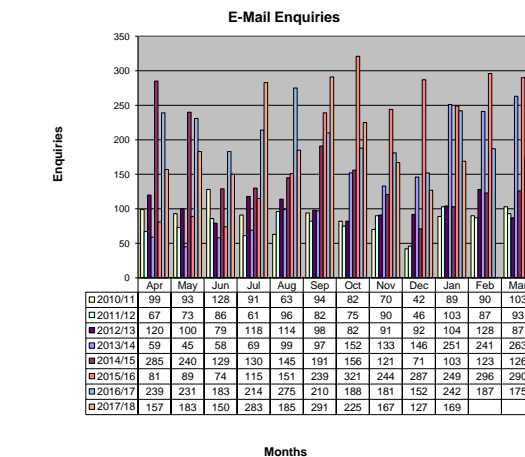
TELEPHONE Enquiries

	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16	2016/17	2017/18
Apr	204	214	209	152	250	215	200	147
May	210	275	239	146	189	183	203	194
Jun	231	261	201	117	212	176	164	175
Jul	187	228	223	182	199	229	196	240
Aug	170	169	197	172	273	239	450	330
Sep	249	225	194	141	156	202	152	129
Oct	191	272	267	212	247	223	237	249
Nov	290	274	217	208	252	197	162	107
Dec	202	212	135	152	111	97	92	92
Jan	261	224	167	190	137	154	115	112
Feb	197	199	186	217	141	170	157	
Mar	216	184	199	240	219	173	180	
Total	2608	2737	2434	2129	2386	2258	2308	



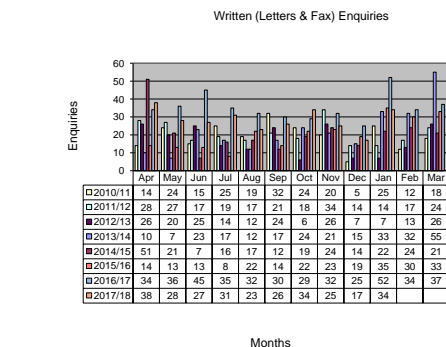
E-Mail Enquiries

	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16	2016/17	2017/18
Apr	99	67	120	59	285	81	239	157
May	93	73	100	45	240	89	231	183
Jun	128	86	79	58	129	74	183	150
Jul	91	61	118	69	130	115	214	283
Aug	63	96	114	99	145	151	275	185
Sep	94	82	98	97	191	239	210	291
Oct	82	75	82	152	156	321	188	225
Nov	70	90	91	133	121	244	181	167
Dec	42	46	92	146	71	287	152	127
Jan	89	103	104	251	103	249	242	169
Feb	90	87	128	241	123	296	187	
Mar	103	93	87	263	126	290	175	
Total	1044	959	1213	1613	1820	2436	2477	



Written (Letters & Fax) Enquiries

	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16	2016/17	2017/18
Apr	14	28	26	10	51	14	34	38
May	24	27	20	7	21	13	36	28
Jun	15	17	25	23	7	13	45	27
Jul	25	19	14	17	16	8	35	31
Aug	19	17	12	12	17	22	32	23
Sep	32	21	24	17	12	14	30	26
Oct	24	18	6	24	19	22	29	34
Nov	20	34	26	21	24	23	32	25
Dec	5	14	7	15	14	19	25	17
Jan	25	14	7	33	22	35	52	34
Feb	12	17	13	32	24	30	34	
Mar	18	24	26	55	21	33	37	
Total	233	250	206	266	248	246	421	



**REPORT TO A MEETING OF THE DEVELOPMENT & LEISURE COMMITTEE –
26TH FEBRUARY 2017**

AGENDA ITEM 7 (B) – EVENTS UPDATE

1. PURPOSE OF THE REPORT

This report provides the Committee with an update on the 2018 events including those that have taken place since the last Committee meeting.

2. STAFFING

The Events Co-ordinator is now on maternity leave and a new Officer has been appointed on a fixed-term contract for an eight month period, beginning on 20th February 2018

3. 2018 EVENTS

Events programmes featuring Hertford based events from January – June have been distributed to all SG13 and SG14 postcodes. The printed programme features advertising from local businesses generated an income of £1310. This income helped to cover most of the cost of printing and distributing the events programme which cost £1526. Feedback has suggested that the delivery of the programme was successful.

Officers have increased stall holder and sponsorship fees for the 2018 events to assist with covering the associated costs of running the events. Stall holder opportunities for the castle events are already fully booked, and the Christmas Gala is close to capacity.

The organisation of the Hertford Arts Festival that takes place during April and May is well underway. 33 artists have applied to participate in the trail and they will be exhibiting in 23 prime town centre locations. The event is sponsored by Wilkins Kennedy and Lanes Estate Agents.

Tickets for the Hertford Arts Festival launch that takes place on 6th April 2018 at Hertford Castle are on sale. Tickets cost £5 and are available online and through the Town and Tourist Information Centre.

The first Sunday event at the Castle in 2018 takes place on 6th May, with a Craft Fair and Castle Open Day. The Friends of Hertford Castle and Councillors will be asked for support in stewarding at this and subsequent events.

4. RECOMMENDATIONS

It is RECOMMENDED that:

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

Report by Melissa Reynolds – Marketing and Events Manager

This page is intentionally blank

**REPORT TO A MEETING OF THE DEVELOPMENT & LEISURE COMMITTEE –
26TH FEBRUARY 2017**

**AGENDA ITEM 7 (D) – ROCK AT THE CASTLE CHARITY APPLICATION
PROCESS**

1. PURPOSE OF THE REPORT

This report details previous approaches taken to appoint a charity beneficiary for Rock at the Castle. The Committee are required to decide on a method for appointing a charity for the 2018 event.

2. BACKGROUND

Rock at the Castle is a popular community event organised by Hertford Town Council which has been running for over 10 years. The event is free of charge to attend and attracts thousands of visitors every year. To date, the approach has been to appoint a charity (on an annual basis) as the event beneficiary. The nominated charity/organisation raises funds on the day and is also given an excellent opportunity to raise awareness of the charitable cause through visibility at the event and also in associated media coverage.

Prior to 2017, charities were required to apply via submitting an application form to be considered by the Development & Leisure Committee.

3. ROCK AT THE CASTLE 2017

In 2017, the Development & Leisure Committee decided to select Richard Hale School as the event beneficiary, as a one-off decision outside of the application process. This was in recognition of the school's 400th anniversary, which was seen as a significant moment for the town to mark; the school had an anniversary appeal to raise funds for a new sports hall. For the 2017 event there was therefore not the opportunity for other charities to apply to become charity beneficiary for 2017.

The decision to not go through the usual application process received mixed reviews from the public, some of whom were unhappy that other charities were not given an opportunity to be considered. Others felt that the school project to build a new sports hall was not classed as a charitable cause.

Following the decision to elect Richard Hale as charity beneficiary in 2017, a local resident has asked whether it would be possible for each secondary school to take it in turns to be the charity beneficiary.

3. ROCK AT THE CASTLE 2018

The Committee are required to discuss and decide on how they would like to choose the 2018 charity beneficiary.

Should the Committee wish to revert back to allowing charities the opportunity to apply, a draft application form is shown as appendix A.

4. **RECOMMENDATIONS**

It is RECOMMENDED that:

- a) The Committee **decides** whether they would like to appoint a charity for 2018 and if so, what process they would like to take.
- b) The Committee **reviews** the Application Form which has previously been used (appendix A)
- c) The Committee **notes** the report.

Report by Melissa Reynolds – Marketing and Events Manager



HERTFORD TOWN COUNCIL

ROCK AT THE CASTLE

CHARITY APPLICATION FORM

SECTION A

Information about your Organisation

1. Name of Organisation:	
2. Address:	
Postcode:	
3. (i) Name of contact person for correspondence:	
(ii) Status in Organisation:	
4. Contact address (if different to the above):	
Postcode:	
5. Telephone Number: (Day)	(Evening)
6. Is your Organisation a Registered Charity? YES / NO	
7. If yes, please give the registered number:	
8. When was your Organisation formed?	
9. (i) Please state the principal aims and objectives of your Organisation:	
(ii) Please enclose a copy of your club / organisation's constitution (<i>please tick to confirm</i>)	

10. Approximately how many members/users does your Organisation have who reside:-
within the parish boundary of Hertford Town

outside the parish boundary of Hertford Town

11. (i) Please enclose a copy of your most recent audited accounts (Please tick to confirm)

(ii) Please enclose a copy of your most recent annual report (Please tick to confirm)

12. Please give full details of any membership fees, weekly charges, etc.

13. For what purpose is the money raised to be used? If successful with your application, you will be required to send a report to Hertford Town Council within 6 months of receipt of your grant, detailing how the money has been spent. (Please use additional sheets if necessary to give full details).

14. (i) What are the costs involved in 13? Please give both income and expenditure projections

Income £ _____ Expenditure £ _____

Expenditure	Item	£
	-----	-----
	-----	-----
	-----	-----
	-----	-----
	-----	-----
	Total	-----

Income (per annum)	Item	£
	-----	-----
	-----	-----
	-----	-----
	-----	-----
	-----	-----
	Total	-----

15. (i) How will your organisation raise the balance of funding required?

(ii) How many volunteers will your organisation be able to provide to assist at the event?

16. Please explain in no more than 400 words why you feel your organisation should be selected as the Rock at the Castle charity for 2018. You may wish to refer to the Guidelines and Criteria at the back of this pack.

17. **DECLARATION**

On behalf of the Organisation named overleaf, I apply to Hertford Town Council to be considered as the beneficiary of the Rock at the Castle charity fundraising event and declare, to the best of my knowledge, that the information given on this form is true and correct. I enclose the Organisation's latest audited accounts, the Annual Report (if available) and constitution. I will send a report to Hertford Town Council, within 6 months of the date of receipt of the grant, detailing how the grant has been spent.

Signed: _____ Date: _____

Role in Organisation: _____



HERTFORD TOWN COUNCIL

ROCK AT THE CASTLE



How to complete your application form

This form should be completed by a member of the group or organisation's management committee. Please give as much information as possible. Not all of the questions will be applicable to your organisation and questions left unanswered will not necessarily affect the outcome of your application.

Questions

1 – 8 Require factual answers.

9 Should include a brief summary of the main objectives of your organisation including details of your catchment area and who your organisation benefits. If necessary use an additional sheet.

10 Requires a factual answer.

11 Where possible your organisation's last audited accounts should be sent with your application. If they are omitted it may delay the application. It would also be helpful to enclose your organisation's annual report or the Chairman's statement from the last annual general meeting.

12 Please detail any membership fees, session charges, admission charges etc that your organisation levies from its users.

13 – 15 Please give as much information on the expenditures and incomes involved in your proposed scheme or project. Please give details of efforts made by your organisation to raise funds from other sources. A report will be required, within 6 months after receipt of the funds, detailing how the money has been spent.

16 Please supply any further information in support of your application.

If you have been unable to supply a copy of your audited accounts, annual report or your organisation's constitution please give a brief explanation.

17 The application should be signed by one of your organisation's management committee, ie Chairman, Treasurer or Secretary. Please ensure where possible you have enclosed a copy of your most recent audited accounts, your annual report and your constitution.

Completed forms and reports should be sent to the address below. Closing date for receipt of applications is Friday 18th May 2018.

Melissa Reynolds
Hertford Town Council
The Castle
Hertford
Hertfordshire
SG14 1HR



HERTFORD TOWN COUNCIL

ROCK AT THE CASTLE



GUIDELINES AND CRITERIA

February 2018

Process for selecting a nominated charity for Rock at the Castle

Applications are invited from charities/organisations to be the beneficiary of the collection taken at Rock at the Castle. The criteria that the successful applicant will need to meet are:

- A local/national registered charity or similar constituted body with a strong presence in Hertford
- Be able to demonstrate that all of its work and initiatives are of benefit to Hertford and the local community
- A charity that has the creativity and enthusiasm to maintain fund-raising
- Must be able to provide a sufficient number of volunteers to assist at the event itself

Successful nominees will be able to demonstrate achievement in most but not necessarily all of the following:

Making an impact locally: The nominated charity/organisation must be based in or have a branch local to Hertford and be active in the local community. The charity/organisation should be able to demonstrate that it makes a substantial contribution to residents and community life in Hertford.

Innovation: The charity/organisation must demonstrate an innovative approach to raising its profile and fundraising initiatives and has the creativity and enthusiasm to maintain fundraising initiatives (where applicable).

Inspiration: The charity/organisation must show a clear example of commitment to the community and the cause it supports.

Influence: A charity/organisation that has made a marked impact on the community, and has played a significant role in influencing the community and the wider audience.

Sustainability: The chosen charity/organisation must demonstrate sustainability by providing an overview of their work, a statement of accounts and a report on recent activities.

The chosen charity/organisation will be required to provide a written report to the Council, within six months of the event, on how the money awarded was spent.

The nominations will be sought annually and reviewed by the Development and Leisure Committee who will make a decision based on the above criteria. Their decision is final. Any organisation that had benefited in the last five years from the event would not be eligible to apply. Preference will be given to Charities that have not benefited from previous grant support from the Council or been beneficiaries of the Mayor of Hertford's Appeal Fund within the last two years. Self nominations are welcome.

Hertford Town Council will start selecting our 2018 charity/organisation with a press release calling for nominations, with the **Application closing date 18th May 2018**. The successful organisation will be informed in June. If assistance is required to complete the form, or if there are any queries please contact the Town Clerk.

This page is intentionally blank

**REPORT TO A MEETING OF THE DEVELOPMENT AND LEISURE COMMITTEE
– 26 FEBRUARY 2018**

**AGENDA ITEM 7 (D)– HERTFORD TOWN CENTRE OFFICER'S REPORT ON
NON EVENT PRIORITIES IN THE TOWN CENTRE**

1. PURPOSE OF THE REPORT

To update the Committee on the progress of the Committee's priorities for the town centre apart from those included in the Events Report.

2. CURRENT SITUATION

Free Town Centre Wi-Fi

The Town Centre Officer has liaised with ITVET who have added a disclaimer to the home page when accessing the public Wi-Fi. The disclaimer notifies users that the connection is not secure for personal or corporate data.

The daily average number of visitors accessing the Wi-Fi continue to increase with 5921 unique users in November 2017, 6554 in December and 7006 in January 2018.

Figures show that Maidenhead Street (Well Pharmacy access point) continues to receive the highest monthly usage, closely followed by the Monsoon and Café Nero access points.

In 2017, the Committee agreed to extend the public Wi-Fi across the town centre to include Fore Street, Old Cross and Fore Street. All of the additional extension lines except one have now been installed. Many of these lines are already live, but a 'go live' date for the whole extension is set for late February/early March.

Promotional ideas for the launch will include wash away pavement stencils, vinyl stickers for shop windows, giveaway balloons and a photo opportunity with large foam board to run alongside the normal press releases and social media campaigns.

Love Hertford Awards

The logos have been designed in house and production of promotional material will be ready during the next few weeks.

A draft timeline has been prepared as follows:

Business Entries Open	Friday 16 th March
Business Entries Close	Friday 13 th April
Shortlisting Committee	Wednesday 18 th / Friday 20 th April
Public Vote Opens	Friday 27 th April
Public Vote Closes	Friday 25 th May
Awards Ceremony	Wednesday 20 th June, 6pm

Businesses will be able to apply online or via hard copy which will be available from the Town and Tourist Information Centre and available to download from online when entry open. Forms will be taken to businesses around the town, including Ware Road, Hornsmill, Bengoe and Sele.

Monitoring

The half yearly trader occupancy survey was last undertaken in December 2017 (Appendix A). This data was fed into the national vacancy survey undertaken by Springboard.

The national results saw a decrease in the number of vacant units of 0.3%, compared to July 2017.

Hertford's vacancy rate of 5.5% was 1% higher than in January 2017, but this is still lower than the average in the East region of 6.9%.

There have been additional changes within the town centre since the survey with further businesses closing in Bircherley Green which these will be reflected in the June 2017 edition.

Go Hertford website

The Town Centre Officer has now received training on the website and is able to update as and when appropriate.

Easter Hunt

The annual Easter Hunt will run throughout the town centre from Saturday 31st March until Saturday 14th April inclusive, with many local businesses already signed up to take part.

In the past, families have hunted cardboard eggs in a number of town centre venues, in order to obtain a sweet treat. This year, the Town Centre Officer has enlisted the help of The Secret Society of Hertford Crafters. They will be supplying hand knitted bunnies to hide in various retail units throughout the town, for a small fee, which will go towards materials for their next project.

After the success of the Post Box Toppers over Christmas, the Society are hoping the bunnies will prove a big hit and have promised to assist us with publicity on social media for the trail.

3. RECOMMENDATIONS

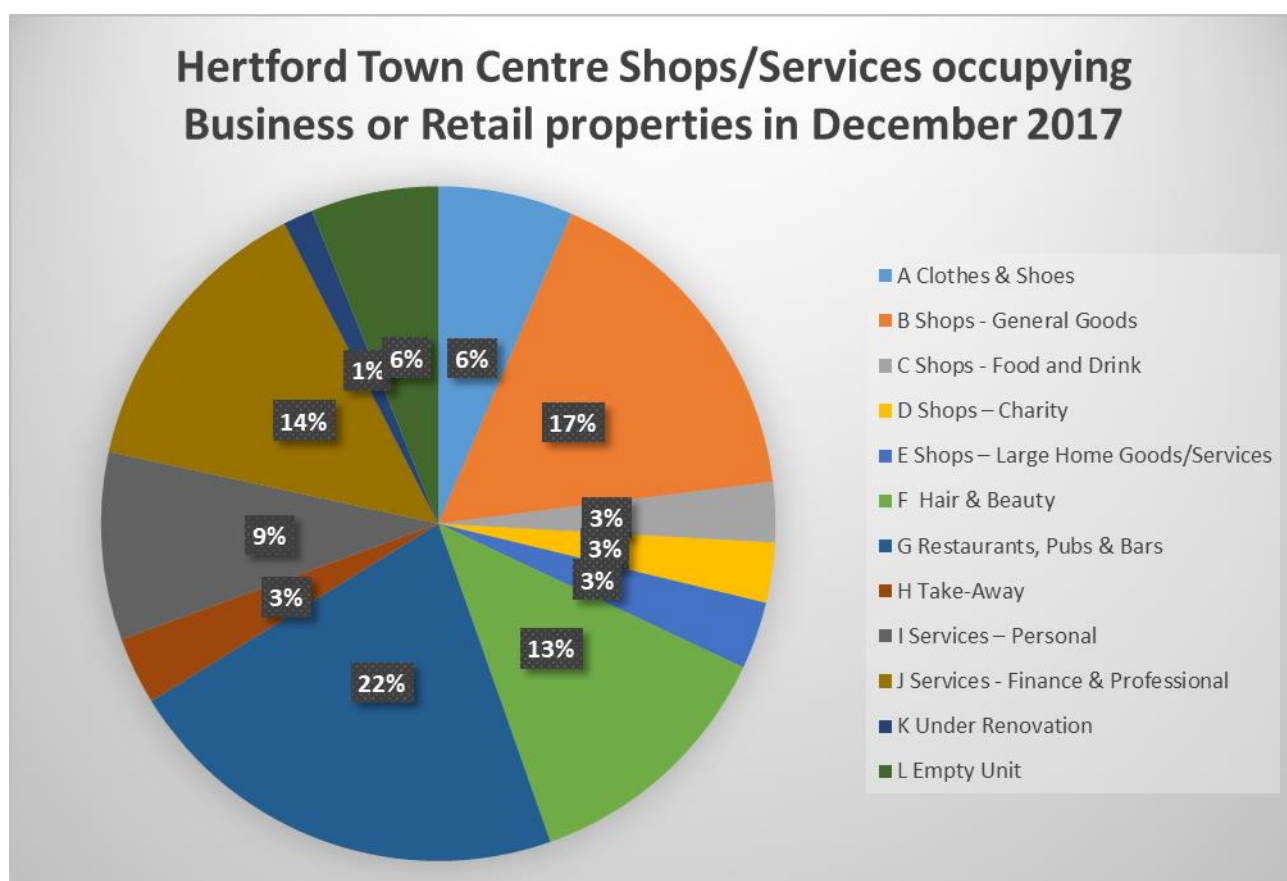
It is RECOMMENDED that:

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

Report by Nikki Smith, Town Centre Officer

Hertford Town Centre Shops/Services Occupying Retail or Business Properties Accessible to the General Public (as of December 2017)

Key	Business Type	Number
A	Clothes & Shoes	18
B	Shops - General Goods	46
C	Shops - Food and Drink	8
D	Shops – Charity	8
E	Shops – Large Home Goods/Services	9
F	Hair & Beauty	35
G	Restaurants, Pubs & Bars	60
H	Take-Away	9
I	Services – Personal: eg Dry cleaners, Shoe repairs, Jewellery repairs, Opticians , Dentists	25
J	Services - Finance & Professional: eg Banks, Insurance, Chartered Surveyors	39
K	Under Renovation	4
L	Empty Unit	17
		278



**Hertford Town Centre Shops/Services Occupying Retail or Business Properties
Accessible to the General Public**

Bircherley Green			
G	Bagelletes Coffee Shop	Café	
L	Empty		Formerly Bircherley Green Management Office
B	Boots	Chemist	
B	Carphone Warehouse	Mobile phones	
D	YMCA	Charity	
B	Graham's The Jewellers	Jewellery	
I	Timpsons	Shoe repairs	
F	Fancy Nails	Nails	
F	Hair 4 Men	Barbers	
L	Empty		Formerly Hobs Salon
B	Holland & Barrett	Health supplements & food	
A	New Look	Clothes (women)	
B	Card Factory	Stationary/gifts	
G	Serendipity	Café	
I	Specsavers	Opticians	
G	Starbucks	Coffee shop	
L	Empty		Formerly Rock Sassy
B	Superdrug	Health & Beauty	
L	Empty		Formerly Waitrose
B	WH Smiths	Newsagents/Stationery	
B	Bandas Band	Mobile phone services	
L	Empty		Formerly Luxury Soap Shop

Bull Plain			
G	Hertford Coffee Lab	Coffee Shop	Formerly Hertford Renewable Energy
F	Fred N Ginger	Hair and Beauty	
F	D&J Nails	Nail salon	
A	Dress in Love	Clothes (wedding)	
I	Hudson Dental Practice	Dentists	
L	Empty		Formerly In Depth
I	Custom Ink	Tattoo Parlour	
K	Under renovation		Formerly The Stonehouse
I	Tui	Travel Agents	
F	Violets	Nails & beauty	
I	Hertford Museum		
G	The Hertford Club		

Evron Place			
F	FakinIt	Tanning Studio	Formerly Ahead of Time Hairdressers
I	Sovereign	Dry cleaners	

Fore Street			
G	Hertford Corn Exchange	Bar and Venue	
J	Brandon Snow	Solicitor	
J	Top Tax	Tax Preparation Service	
J	Manor Law	Solicitor	
J	Southern Counties Finance	Mortgage Broker	
I	Kwik Fit	Car services	
F	1409 Hair	Hairdressers	
B	Albany Radios	White goods & electricals	
G	Ask	Restaurant (Italian)	
G	Baroosh	Pub/bar	
C	Hertford Wine	Film Hire	
G	Jungle Bar	Restaurant	
G	Veyso's Brasserie	Restaurant (Mediterranean)	Formerly Bollywoods
H	Bospherus Kebabs	Take-away (kebabs)	
E	Visp Bathrooms	Bathrooms	
I	Callprint	Printers	
J	Co-op Funeral Service	Funerals	
K	Now residential		Formerly Crozier
G	Il Vino Cafe		Formerly the Decorated Room
H	Pickle & Slice	Take-Away (Sandwiches)	Formerly Deja Vu
B	Jane Maples Flowers	Florist	
B	Five and Dime	Gifts	Formerly Emma H
L	Empty		Formerly Fingertips
J	Fore Street Employment Agency	Recruitment Agency	
B	Gays	Newsagents	
A	Pretty Lavish	Ladies fashion	Formerly Creative Sanctuary
F	Hertford Beauty Clinic	Beauty	
G	Dirties	Restaurant (Mexican)	Previously Homewares (Pop Up)
E	Hertford Flooring	Flooring	
F	Hertford Hair	Hair salon	
K	Under Renovation	Gifts	Formerly Four Seasons Gifts
J	HSBC	Bank	
I	Irons	Dry cleaners	
F	Issi	Hairdressers	
J	Attwaters, Jameson & Hill	Solicitors	
B	Jenners	Newsagents	
G	Loch Fyne	Restaurant (fish)	
G	Lussmans	Restaurant	
C	Marks & Spencers Simply Food	Supermarket	
E	Marshalls Furniture	Furniture & carpet	
G	Cinnabar Cafe	Coffee bar, Restaurant and rooms	
B	Messages	Household goods & cards	
G	Giambrone's	Italian Café, Coffee Bar and deli	
J	Nat West	Bank	
J	Nationwide	Building Society	

G	Unico	Restaurant (Italian)	Formerly Peking House
G	Pizza Express	Restaurant (pizzas)	
L	Empty		Former Post Office
G	Prezzo	Restaurant (Italian)	
G	Dog and Whistle at The Ram	Pub with rooms	
F	Saks	Hairdressers	
G	Salisbury Arms	Pub/hotel	
G	Shahenshah	Restaurant (Indian)	
B	Sheffield Pharmacy	Pharmacist	
J	Steven Oates	Estate agents	
L	Empty		Formerly Stowaway Travel
G	Ruby Tuesdays	Bar	
I	Computer care	Computer repairs/services	
K	Under renovation		Formerly Oak Room
G	Hertford House	Hotel, Food and Drink	

Honey Lane			
B	Honey Lane Antiques	Antiques Shop	
G	Castle Club	Snooker club	

Maidenhead Street			
B	Accessorise	Accessories	
C	Shaken Cow	Milkshake bar	
K	Under renovation		Formerly Ashleys
I	Boots Opticians	Opticians	
D	British Heart Foundation	Charity Shop	
G	Turkish Kitchen	Restaurant	
B	Well Pharmacy	Pharmacy	
L	Empty		Formerly Las Vegas – Fried Chicken
G	Costa	Coffee/snacks	
G	Dil's	Restaurant (Indian)	
A	Edinburgh Woollen Mill	Clothes (men & women)	
B	F. Hinds	Jewellery	
B	Jewel of Hearts	Jewellery	
C	Cavavin	Wine specialists	Formerly Hertford Jeans
J	Kings	Estate agents	
J	Ladbrokes	Bookmakers	
B	CeX Entertainment Exchange	Games & Films	
C	Mr Simms Olde Sweet Shoppe	Sweets	
D	Oxfam Books	Second-hand books	
B	Paul Martin Perfumery	Perfumes	
B	Pound Stretcher	Household goods	
J	Santander	Bank	
D	Keech Hospice Care	Charity Shop	
J	William Hill	Bookmakers	
J	Post Office	Postal services	
I	Hertford Library	Library	
G	Prime Café		

Market Place			
F	The Traditional Ottaman Barber	Hairdresser (Male)	
L	Lloyds Bank		Formerly Halifax
B	Intersport Scott Sports	Sports goods	
A	Kids Connection	Clothes (children)	
B	Lance James	Jewellers	
J	Money Matters Worldwide	Money lending/ currency exchange	
J	Abel of Hertford	Estate Agent	
A	Kids Connection (shoes)		
A	Gingerlillie	Ladies fashion	Was Hertford Interiors

Market Street			
J	Barclays Bank	Bank	
I	Country Care Cobblers	Shoe repairs & dry cleaners	
B	Love Flowers	Florist	
D	Age UK	Charity shop	
J	Lanes	Estate agents	
D	Mind	Charity Shop	
A	Adora	Ladies fashion	

Millbridge			
J	Auto Agency	Car Sales Kitchens	
J	Austins	Funerals	
J	Go Move	Estate Agent & Cafe	
H	Frying Pan	Fast food (fish & chips)	
H	Hertford Star	Take Away (Kebabs & Pizza)	
J	Shepherds	Estate Agents	
G	Woolpack	Pub	

Old Cross			
G	Leaf Cafe	Coffee Shop & Children's Book Shop	
F	The Classic Barber	Barbers	
F	Dead Swanky	Hairdressers	
I	Designer Eyes	Opticians	
B	Flower Bar	Florists	
F	Guiseppe's Hair Salon	Hairdressers	
L	Empty		Formerly Deli Italia
F	Maxin Porcaro	Hair (men & women)	
F	Tom Ashley	Hairdressers	
B	Natural Health	Health food & alternative therapies	
F	Perrins	Barbers	
G	Galos	Fast food restaurant	
G	Sloppys	American diner Bar	
I	Hertford Picture Framing	Picture Framing Service	

Parliament Square			
J	Ashwood Property Services	Letting Agent	
J	Paul Eldred	Accountancy	
H	Bismillah	Take-away	
G	Blackbirds	Pub	
B	Botsfords	Ironmongers/DIY	
G	Café Rouge	Restaurant (French)	
J	Churchills	Estate Agents	
G	Deco	Restaurant/Bar	
F	Little Green Barbers	Gents barbers	
B	Oceana Arts and Crafts	Arts and Crafts	
B	Hertford Chinese Medicine Centre	Chinese Medicine	
G	Quiet Man	Bar	
J	Job Centre Plus	Job centre	
C	Pretty Gorgeous cakes	Shop food and drink	
A	Azir Menswear	Clothes (Men)	
H	Mid West	Take-away	
L	Empty		Formerly Elle's Kitchen
G	Old Siam	Restaurant (Thai)	
J	Sage Ward Lettings	Letting Agency	
G	The Bagel Hut	Cafe	Formerly Scarlet Rose
F	Seven	Barbers	
G	Shades	Snooker club	
G	Six Templars	Pub	
C	Grape Vine	Off-license	
J	Wedge Group/Parkway Developments	Offices	
Castle Street			
B	Robert Horton Antiques	Antiques	
J	St Andrew's Bureau (SAB)	Letting Agent	
G	Elle's Kitchen	Restaurant (Thai)	Formerly Tikka Cottage
L	Empty	Bar and Restaurant	Formerly Castle House
J	Longmores	Solicitors	
J	Lorensbergs	Computer software development	
	Castle Gate		
J	William Brown	Estate Agents	
G	White Horse	Pub	
J	Morgan Alexander	Estate Agent	

Post Office Walk			
G	Mr Tanaka's (across 2 units)	Japanese Restaurant	
B	The Sugar Smith	Cake making	
E	Spoons Kitchens	Kitchens	Formerly one half of The Sugar Smith

Railway Street			
G	Hertford Cafe	Café	
B	Senova cycles	Cycles	
B	Clock Cards	Cards & Gifts	
G	Duncombe Arms	Pub	
I	Freedom Destinations Travel	Travel agents	
C	Greggs	Bakers	
B	Halfords Metro	Car goods/bikes	Moved to Railway Street
L	Empty		Formerly Halfords Metro
F	Urban Therapy	Hair & Beauty	
B	Hale	E-cigarettes	
D	Isabel Hospice	Charity shop	
A	Mint of Hertford	Clothes (Women)	
B	Alta Image /Kodak Express	Photographic printing & picture frames	
J	Lloyds TSB	Bank	
A	Ruby Room	Clothes (women)	
F	Maxim Barber Salon	Hair (men)	
F	Now Love Locks	Ladies Hairdressers	
F	Mr Roberts	Hair (unisex)	
A	Mr Bransons	Clothes (Men)	
F	The Beauty Boutique	Beauty	
E	Partners www.PM247.co.uk	Plumbing and Heating Co	
L	Empty		Formerly Ruby's
A	Roberto Gerrards	Clothes (men)	
J	Thomas Childs	Estate Agent	
G	Rose	Café	
G	The Snug	Pub	
B	EE mobile	Mobile phones	
D	Scope	Charity shop	
F	Toni & Guy	Hair (women & men)	
A	Vintage at No.8	Clothes & household goods	
G	Mudlarks Garden Café (at No 10)	Cafe	
I	Anytime Fitness	Was Marquee Club	

St Andrew Street			
B	Vape Jungle	E-cigarettes	Formerly Scallywags
G	Baan Thitya	Thai restaurant	
F	The Beauty Room	Beauty	
L	Empty		Formerly Beckwiths/Clover Kitchens
F	Blush	Beauty	
A	Magpie Amore	Vintage shop	
E	T&D Barrs Group/Solar-Wood Hertford	Renewable energy etc	
B	Mark Wines Antiques	Antiques	Formerly The Dress Room
I	Flamsteads	Dry cleaners	
F	Fingertips	Nails	Formerly Il Vino Deli
G	Rigby's Piano Bar Cafe	Café/Restaurant	
G	Rigby's Guest House	Café & guest house	

E	Harwood Holmes	Interior Design	
I	Press Room	Dry Cleaner	
B	Lloyds Pharmacy	Chemist	
G	Ruby	Restaurant (Indian)	
G	Old Cross Tavern	Pub	
G	Il Vino	Restaurant (Italian)	
B	Party World	Fancy Dress & Party Goods	
E	Peter & Susan Brown	Interior Design	
I	Photography by Louise	Photography	
A	Retail Therapy	Women's Fashion	
B	St. Andrew's Pharmacy	Chemist	
H	Sun Light	Take-Away (Chinese)	
J	Sworders	Auctioneers	
E	Castle Flooring	Flooring materials	
F	The Therapy Room (at 15c off car park)	Beauty/alternative therapy	
F	Beyond Beauty	Hair and beauty	
A	The Women's Society	Clothes (women)	
L	Empty	Was Ultimate Audio Visual	

Salisbury Square			
G	Cafe Nero	Coffee shop	
A	Monsoon	Clothes (women & children)	
G	The White Hart	Pub	
G	Bebos	Café/Sandwich Bar	

South Street			
F	Handsome Heads	Barbers	
G	Lord Haig	Pub	
I	Perfect Smile	Dentist	
J	Simply Homes	Estate Agents	

Warren Place			
F	Crop Shop	Barbers	
H	Dominos	Take-away (pizzas)	
I	Lock Stock & Barrel	Locksmith & security	
F	Hair at No 6	Hairdresser	

The Wash			
C	Castle Food & Drink	Food & drink	
G	Oishii	Restaurant (Japanese)	
B	Martin's	Newsagents	
F	Mick's Barbers	Hair (Men)	
H	Subway	Take-away (sandwiches)	
L	Empty		Was 33 Vaults
I	Town & Tourist Information Centre		
I	Town & Tourist Information Centre		
I	Hertford Theatre		

Premises in bold have opened, closed or changed name since the last survey

**REPORT TO A MEETING OF THE DEVELOPMENT AND LEISURE
COMMITTEE – 26TH FEBRUARY 2018**

PAPER F

AGENDA ITEM 7(e) – CHRISTMAS LIGHTS

1. PURPOSE OF THE REPORT

To provide the Committee with an update on the contract for the provision of Christmas Lights.

2. BACKGROUND INFORMATION

The Town Council has no statutory responsibility to provide Christmas lights and historically these were provided by other agencies within the town. For well over a decade, the Town Council has taken on responsibility for the display of traditional lights and Christmas tree, which provide a festive shopping experience for residents and visitors, and are part of the Council's commitment to supporting the town centre.

In 2016, Hertford Town Council made the decision to purchase the Christmas lighting scheme at the end of a three year rental contract with Blachere. The Council then entered into a two year contract with a local contractor who was responsible for installing, storing, repairing and maintaining the lighting which cost £12,500 per annum.

In 2017, Hertford Town Council decided to purchase additional Christmas lighting to enhance the purchased lighting scheme which cost an additional £9197. This cost included installing electricity supplies to the additional areas (see appendix A).

In addition to this cost, the Council is charged approximately £1,500 for electric per annum and an additional cost of £500 for the Christmas tree located in Salisbury Square.

While this may sound expensive, there is a very commercial aspect which should also be recognised, bearing in mind that about 30% of retail sales occurred during the Christmas period and the Town Council has long committed itself to supporting the sustainability of the local economy.

3. Christmas Lighting 2018

As the two year contract has come to an end, the Committee are required to consider options for 2018 and tender for the contract.

A base budget of £30,000 has been set aside for the Christmas Lighting which is to include electricity costs, maintenance, storage, lighting, removal, installation, replacement of faulty parts and the Christmas tree.

The options are:

- a) Continue to use the current purchased scheme. (see Appendix A for information on the current scheme)
- b) Continue to use the current purchased scheme and purchase additional lighting to enhance certain areas for example increase lighting by the top of Fore Street or additional lighting in St Andrew Street.
- c) Change the current lighting scheme by selling existing lights and look to either purchase or hire a new lighting scheme.
- d) Not have Christmas Lighting in the town centre.

The existing lighting is in very good condition and expected to have an eight to ten year lifespan left, so long as maintenance is continued to be carried out. Maintenance has previously been covered within the lighting contract cost stated above. The purchased lighting frames are aluminium and won't corrode and the lights have been tested and refurbished every year. As the lights are LED, it is highly likely that the scheme will go out of fashion before they need replacing.

In accordance with Hertfordshire County Council (HCC) guidelines, all tree to tree power connections need to be phased out by 2020 in order for licences to be fully granted. It is estimated that the cost to feed the electrics underground for the Parliament Square, St Andrew Street and Old Cross trees is £12,500. Without this work, the Christmas Lighting Scheme would not be fully covered by the licence. The cost of the infrastructure to feed the power underground is expensive although should be compliant and reliable for up to 25 years.

HCC have also highlighted that the Christmas tree barriers located in Salisbury Square are non-compliant, as the branches of the tree touch the barriers. In accordance with PLG06 (Guidance on installation and

maintenance of seasonal decorations and lighting column attachments), there must be a distance of at least 2m between the branches of the tree and barriers. Appendix B provides visual details.

The Council's Town Centre Officer has investigated whether solar powered lighting would eliminate the need for the 2m barrier distance, but HCC have confirmed PLG06 guidelines will still need to be adhered to.

Adhering to the guidelines would hugely impact on the space available for the staging and crowds at the Christmas Gala. The Committee would need to consider an alternative location for the Christmas tree or an alternative decoration in Salisbury Square prior to 2020.

4. **RECOMMENDATION**













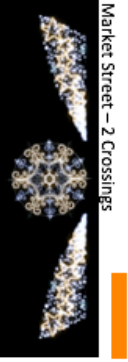
It is RECOMMENDED that:

- a) The Committee **considers** whether they wish to retain the current Christmas Lighting Scheme (appendix a) with or without enhancements or investigate a new scheme.
- b) The Committee **approves** the commencement of a tender process and sets up a working party to select the appropriate contractor to appoint.
- c) The Committee **decide** the make up of the working party.
- d) The Committee **considers** whether an alternative location should be investigated for the tree this year or delay until next year. Alternatively the Committee **considers** an alternative decoration to the Christmas tree in Salisbury Square.

Report by: Melissa Reynolds - Marketing and Events Manager and Nikki Smith – Town Centre Officer

This page is intentionally blank

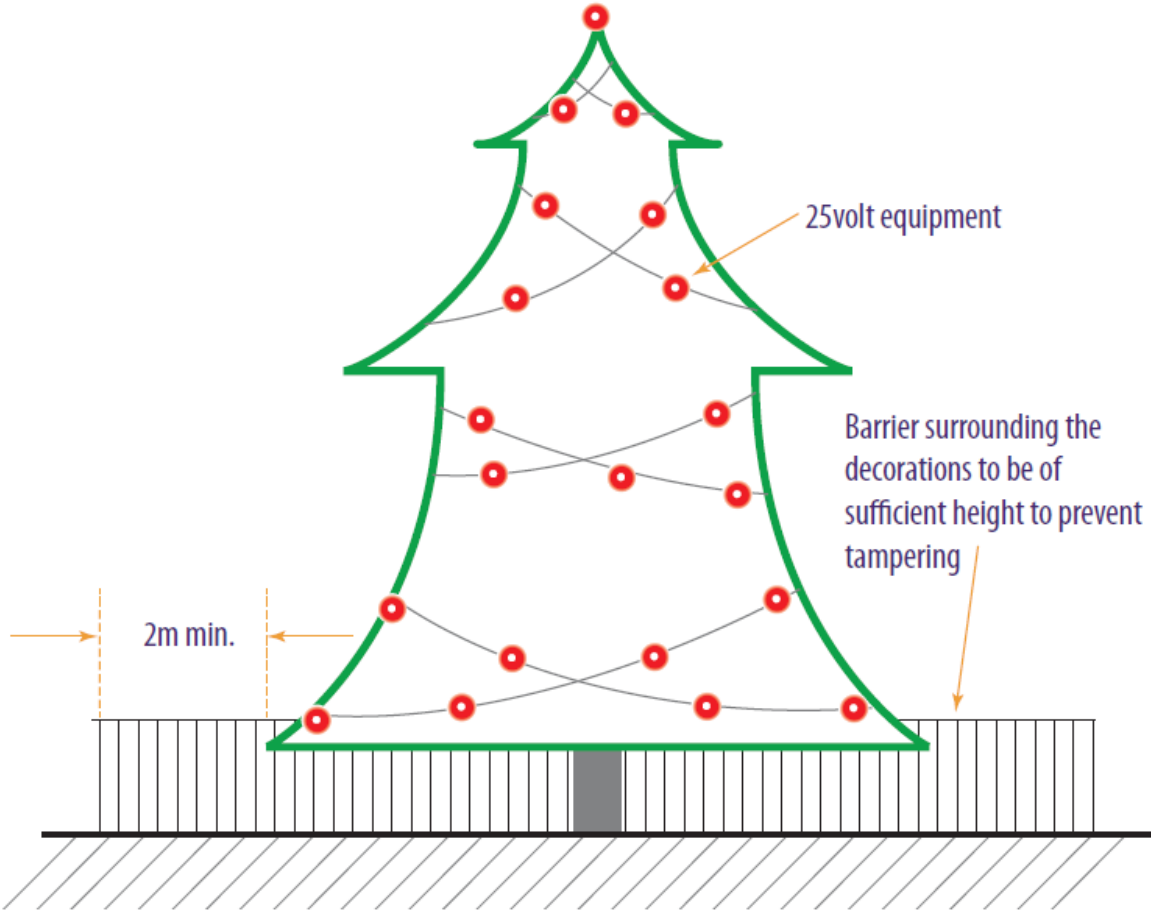


 <p>Fore Street – 4 Crossings 1 x TGL121R and 2 x PND091-LWR per crossing</p>	 <p>Maidenhead Street – 3 Crossing/6 Wall Mounts 1 x TL121R per crossing</p>  <p>1 x PN321-L per location</p>
 <p>Railway Street – 2 Crossing/4 Pole Mounts 1 x TL121R per crossing</p>  <p>1 x PN108-LR per location</p>	<p>Bull Plain – 2 Crossings</p>  <p>1 x TGL121R and 2 x TND033R per crossing</p>
 <p>Mill Bridge/The Wash – 6 Pole Mounts 1 x PL125R per column</p> 	<p>Parliament Square 8 trees 8 trees with 24 x FXL055 Light Stems</p> 
<p>St Andrew Street – 2 Crossings And 2 Pole Mounts</p>  <p>1 TLE025R & 2 x PLO33MODPW-WWR per crossing</p> 	
<p>Market Street – 2 Crossings</p>  <p>1 x TGL19WW-R and 2 x PLO24WSR per crossing</p>	

The Christmas Tree and barriers in
2017



PLG06 Guidelines – 2m minimum



**REPORT TO A MEETING OF THE DEVELOPMENT & LEISURE COMMITTEE –
26 FEBRUARY 2018**

AGENDA ITEM 7 (F)– HERTFORD ENTREPRENEURS

1. PURPOSE OF THE REPORT

This report provides the Committee with an update on the Hertford Entrepreneurs events and awards.

2. PAST EVENTS

The most recent Hertford Entrepreneurs (HE) event which was on the General Data Protection Regulation & Cyber Crime took place at Hertford Castle on Wednesday 7th February 2018.

Following the decision of this Committee (in November 2017) to trial charging for HE events, the ticket price for the event was £10. Thirty entrepreneurs paid to attend the event of which 26 attended the event.

The HE Committee have reviewed the attendance and feel that the trial in charging a fee to attend the events was a success. The HE Committee wish to continue to charge for future events with the exception of the HE Awards evening as the Awards evening does not include presentations from industry experts.

5. HERTFORD ENTREPRENEUR OF THE YEAR AWARDS

The Hertford Entrepreneur of the Year Awards 2018 launched on Wednesday 7th February. Entrepreneurs wishing to enter are required to complete an online application form by Wednesday 7th March. Shortlisted applicants will then present in front of the judging panel of the HE Committee members on Monday 19th March. Finalists will then present live at Hertford Castle at the awards evening on Thursday 29th March.

6. HERTFORD ENTREPRENEURS COMMITTEE MEMBERS

The Marketing and Events Manager has received enquiries from entrepreneurs requesting whether they are able to join the HE Committee.

Hertford Entrepreneurs Committee Joining Policy has therefore been formulated for the Development and Leisure Committee to approve (see appendix A).

7. RECOMMENDATIONS

It is RECOMMENDED that:

- a) The Committee **approves** the Hertford Entrepreneurs Committee's recommendation to continue to charge a £10 fee for entrepreneurs to attend except for the HE Awards event.

- b) The Committee **approves** the Hertford Entrepreneurs Committee Joining Policy.
- c) The Committee **notes** the report.

Report by Melissa Reynolds – Marketing and Events Manager

Hertford Entrepreneur Committee Member Policy

Hertford Entrepreneur Committee Member Role

- Committee members are elected from the body of Hertford Entrepreneur members and volunteer their time for free to support, attend and contribute towards the success of the Hertford Entrepreneurs initiative and events
- The Committee member will be required to attend Hertford Entrepreneur events which take place quarterly. Failure to attend at least two scheduled events within a year will disqualify the individual from being a Committee member
- The Committee member will be required to attend Committee meetings. Failure to attend more than one Committee meeting within a year will disqualify the individual from being a Committee member
- The Committee member must annually be able to demonstrate how they have contributed towards the Hertford Entrepreneur initiative events and activity. Examples of such support could be sourcing guest speakers, providing prizes for the annual awards, providing publicity and marketing, sourcing new members etc

Electing a Hertford Entrepreneur Committee Member

- The Committee are responsible for electing new Committee members
- Members will only be elected if they comply with the set criteria listed below
- There will be a maximum of six Committee members at any one time. This number excludes Hertford Town Council Officers whose responsibility is to organise events, assist and advise the Committee.

Criteria

- The Committee member must work or reside within 10 miles of Hertford
- The Committee member must be an entrepreneur or engaged in business activity that benefits Hertford's economic well being.

Application Process

- Persons wanting to apply to become a Hertford Entrepreneur Committee Member will be required to contact the Hertford Town Council Marketing and Events Manager. This Officer will then vet the candidate against the set criteria. If the candidate meets the set criteria the Chairman and existing Hertford Entrepreneur Committee members will be consulted and will be responsible for interviewing the candidate if deemed suitable

Last updated 02.02.2018

This page is intentionally blank

**REPORT TO A MEETING OF THE DEVELOPMENT AND LEISURE COMMITTEE –
26TH FEBRUARY 2018**

AGENDA ITEM 8 (a) – HIRE OF VENUES

1. PURPOSE OF THE REPORT

To provide the Committee with an update on hire revenue for the Castle and Mill Bridge Rooms for 2017/2018.

2. DOWNSHIRE SUITE INCOME

Table 1 shows bookings for the April – January period as a comparison year on year.

Table 1

Budget	Description	Apr'16-Jan'17 £	Apr'17-Jan'18 £
4200	DS Hire – Weddings & Receptions	47,608	38,345
4201	DS Hire – Corporate Hire	9,365	14,462
4202	DS Hire – Private Hire	7,260	12,688
4210	DS Catering	6,564	10,051
	Total	70,797	75,546

Income from wedding hire over the last fifteen years is shown below.

Year	Income	Year	Income	Year	Income
2002/03	£6,012	2007/08	£19,567	2012/13	£16,049
2003/04	£8,766	2008/09	£16,293	2013/14	£14,329
2004/05	£10,149	2009/10	£16,167	2014/15	£21,397
2005/06	£21,512	2010/11	£18,621	2015/16	£41,909
2006/07	£19,163	2011/12	£24,293	2016/17	£52,688

Table 2 shows the total income secured for bookings taken during the 2017/2018 financial year.

	Ceremonies & Receptions	Corporate Hire	Private Hire
Gross Income Secured	£39,542	£13,272	£14,757

An additional £6,500 has secured from the set corkage fee.

Table 3 shows the total income secured for bookings taken during the 2018/2019 financial year.

	Ceremonies & Receptions	Corporate Hire	Private Hire
Gross Income Secured	£37,827	£440	£4,425

An additional £3,500 has been secured from the set corkage fee.

Table 4 shows the total income secured for bookings taken during the 2019/2020 financial year.

	Ceremonies & Receptions	Corporate Hire	Private Hire
Gross Income Secured	£3,700	£00.00	£00.00

An additional £250.00 has been secured from the set corkage fee.

3. HERTFORD CASTLE RECENT BOOKINGS

Bookings for weekday hire at the Castle have increased and the venue welcomed guests from high profile local and national companies for many successful corporate events. Repeat business has also been secured for the year 2018/19.

Over the last two months there has been a substantial rise in private hire, proving that the Castle is considered to be an adaptable and functional venue.

Wedding Ceremonies and Receptions for the year 2018/19 and on-going, have been booked considerably in advance to ensure the security of the date and this has been assisted by publishing venue hire prices in advance accordingly.

4. MILL BRIDGE ROOMS INCOME

Bookings for the Mill Bridge Rooms have increased further on last year's income.

Budget	Description	Apr'16- Jan'17 £	Apr'17-Jan'18 £
4400	Mill Bridge Room Income	10,978	14,660

5. RECOMMENDATIONS

It is **RECOMMENDED** that

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

Report by:

Jackie Haynes, Private Hire & Functions Co-ordinator
Stephen Davies, Finance Manager

**REPORT TO A MEETING OF THE DEVELOPMENT AND LEISURE COMMITTEE -
26 FEBRUARY 2018**

AGENDA ITEM 9 – CCTV AND TAXI MARSHAL UPDATE

1. PURPOSE OF THE REPORT

To provide a commentary on the CCTV statistics for 2017 and update the Committee on the current issues relating to the town’s CCTV cameras and Taxi Marshal service.

2. BACKGROUND INFORMATION

The Stevenage CCTV monitoring centre produce a monthly report giving the numbers of incidents and arrests involving CCTV cameras. The reports for the different areas covered by the CCTV network are available for viewing or download at <http://www.hertfordshirecctv.co.uk> along with back copies of “Camera Shy” the quarterly newsletter of the Hertfordshire CCTV Partnership.

3. INCIDENTS - JANUARY TO DECEMBER 2017

The CCTV cameras in Hertford recorded the following numbers and types of incident and the figures for 2016 are shown as comparatives:

Code	Type	Jan to Dec 2016	Jan to Dec 2017	Difference	% Inc/(Dec)
AL	Alarm action	10	10	0	0.0%
AB	Abduction	0	1	1	N/A
AF	Affray	40	35	(5)	(12.5%)
AR	Arson/fire	8	1	(7)	(87.5%)
AS	Assault/robbery/offensive weapon	44	44	0	0.0%
B	Burglary	1	4	3	300.0%
BE	Begging	1	1	0	0.0%
BO	Bomb threat/susp. Package	0	0	0	N/A
BR	Broken Down Vehicle	0	1	1	N/A
BRE	Breach of bail	2	1	(1)	(50.0%)
CR	Criminal damage	7	18	11	157.1%
D	Deception	1	3	2	200.0%
DO	Domestic	12	4	(8)	(66.7%)
DR	Drug related	24	19	(5)	(20.8%)
EM	Emergency inc.	1	3	2	200.0%
FA	False Abandoned/999 Call	1	0	(1)	(100.0%)
HSP	Handling Stolen Property	1	0	(1)	(100.0%)
INI	Indecency	6	0	(6)	(100.0%)
MI	Missing Person/welfare concern	62	50	(12)	(19.4%)
NU	Nuisance / Disorder	14	27	13	92.9%
O	Other	9	7	(2)	(22.2%)
P	Police request	3	9	6	200.0%
PO	Police or other operation	0	4	4	N/A
POD	Public order / drunkenness	55	46	(9)	(16.4%)
PUB	Public request	0	2	2	N/A
PUR	Purse dipping	0	2	2	N/A

Code	Type	Jan to Dec 2016	Jan to Dec 2017	Difference	% Inc/(Dec)
RA	Racial abuse	0	2	2	N/A
RAP	Rape	1	4	3	300.0%
RO	Road traffic accident	10	6	(4)	(40.0%)
SUI	Suicide	1	1	0	0.0%
SU	Suspicious activity	26	25	(1)	(3.8%)
TH	Theft /shoplifting	31	29	(2)	(6.5%)
TR	Traffic offences	16	10	(6)	(37.5%)
UA	Unauthorised Access (Trespass)	2	3	1	50.0%
VE	Vehicle crime	2	2	0	0.0%
WA	Warrant or wanted	13	16	3	23.1%
		404	390	(14)	(3.5%)

The relatively low number of incidents means that small increases or decreases in numbers translate into apparently high percentage changes. Overall the statistics for 2017 show a decrease of 3.5% in the number of incidents recorded compared to 2016.

4. ARRESTS - JANUARY TO DECEMBER 2017

The CCTV cameras in Hertford recorded events that led to arrests for the following numbers and types of incident:

Code	Type	Jan to Dec 2016	Jan to Dec 2017	Difference	% Inc/(Dec)
AF	Affray	25	19	(6)	(24.0%)
AR	Arson/Fire	3	0	(3)	(100.0%)
AS	Assault/robbery/offensive weapon	33	45	12	36.4%
B	Burglary	1	2	1	100.0%
BRE	Breach of bail	0	1	1	N/A
CR	Criminal damage	3	11	8	266.7%
D	Deception	1	2	1	100.0%
DO	Domestic	3	1	(2)	(66.7%)
DR	Drug related	17	6	(11)	(64.7%)
HSP	Handling Stolen Property	4	0	(4)	(100.0%)
INI	Indecency	2	0	(2)	(100.0%)
MI	Missing Person/welfare concern	2	0	(2)	(100.0%)
MU	Murder/sudden death	0	0	0	N/A
NU	Nuisance / Disorder	0	5	5	N/A
O	Other	1	2	1	100.0%
P	Police request	1	2	1	100.0%
PO	Police or other operation	0	1	1	N/A
POD	Public Order / Drunkenness	20	16	(4)	(20.0%)
PUB	Public request	0	1	1	N/A
RA	Racial Abuse	0	1	1	N/A
RAP	Rape / sexual assault	1	1	0	0.0%
SUI	Suicide	0	1	1	N/A
SU	Suspicious activity	2	3	1	50.0%
TH	Theft /shoplifting	14	20	6	42.9%
TR	Traffic offences	3	4	1	33.3%
VE	Vehicle crime	0	1	1	N/A
WA	Warrant or wanted	9	10	1	11.1%
		145	155	10	6.9%

The statistics for 2017 show an increase of 6.9% in the number of arrests recorded compared to 2016.

5. TAXI MARSHALS

Hertfordshire County Council has confirmed match funding is available for the Taxi Marshal service for another year. Three local security firms have been invited to submit their proposals for providing the service in Hertford with the deadline being the 27th February to allow the proposals to be reported to the Finance Policy & Administration Committee on the 12th March.

6. FINANCIAL IMPLICATIONS

For **2017/18** the anticipated revenue costs including the additional monitoring & maintenance charges for an additional camera are as follows:

Monitoring and maintenance	£24,180
Fibre optic rental	£5,400
Electricity supply	£380
Dedicated phone line to control room	£200
Budget contingency	£4,641
Total	£34,801

7. RECOMMENDATIONS

It is **RECOMMENDED** that:

- a) The Committee **note** the CCTV statistics to the 31st December 2017.

Report by: Stephen Davies, Finance Manager

12th February 2018

This page is intentionally blank

PAPER J

MINUTES OF THE BENGEO NEIGHBOURHOOD AREA PLAN WORKING PARTY MEETING HELD ON THURSDAY 30 NOVEMBER 2017 IN THE MAYOR'S PARLOUR, THE CASTLE, HERTFORD

PRESENT: Councillors Mrs S Newton (C), Mrs S Dunkley (VC), Dr L Radford, P Ruffles

IN ATTENDANCE: Cllr Mrs J Goodeve; J Whelan, Town Clerk; Dr M Iancu, Project Officer.

417. APOLOGIES FOR ABSENCE

No apologies were received.

418. DECLARATION OF INTEREST

Cllr Ruffles declared an interest as President of the BengEO Club.

419. THE MINUTES OF THE PREVIOUS MEETING

It was **RESOLVED** that:

The minutes of the meeting held on 25 October 2017 were approved as a correct record and the Chairman authorised to sign the same.

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

There were no members of the public wishing to speak.

421. THE BENGEO NEIGHBOURHOOD AREA PLAN PROGRESS TO DATE (PAPER A)

The meeting started with the Members reviewing PAPER A. The Working Party wanted to acknowledge the difficulties of engaging with businesses and praised the efforts of the Community Steering Group in approaching business owners.

The Members enquired whether there is any possibility to find about the home-based businesses in BengEO ward, while ensuring that the rules of data protection are being respected. They noted that home-based businesses and flexible working are growing trends, and these are enabled by a good broadband connection.

It was **RESOLVED** that:

a) The Working Party **noted** the report on the progress of BNAP.

**422. THE COMMUNICATION STRATEGY FOR THE BENGEO
NEIGHBOURHOOD AREA PLAN (PAPER B)**

The Working Party Members looked at the changes to the Communication Strategy and agreed to them.

It was noted however that the remit of the Community Steering Group is related to the work for the Neighbourhood Plan. A clear distinction should be made between the work of the Community Steering Group and community campaigns relating to other matters.

It was **RESOLVED** that:

a) The Working Party **approved** the suggested changes to the Communication Strategy.

There being no further business, the meeting closed at 14:30.

**MINUTES OF THE BENGEO NEIGHBOURHOOD AREA PLAN WORKING PARTY
MEETING HELD ON THURSDAY 01 FEBRUARY 2018 IN THE ROBING ROOM,
THE CASTLE, HERTFORD**

PRESENT: Councillors Mrs S Newton (C), Dr L Radford, P Ruffles

IN ATTENDANCE: Mr J Whelan, Town Clerk; Dr M Iancu, Project Officer

538. APOLOGIES FOR ABSENCE

Apologies were received from Cllr S Dunkley (prior engagement).

539. DECLARATION OF INTEREST

Cllr Ruffles declared an interest as President of the Bengo Club.

540. THE MINUTES OF THE PREVIOUS MEETING

It was **RESOLVED** that:

The minutes of the meeting held on 30 November 2017 were approved as a correct record and the Chairman authorised to sign the same.

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

There were no members of the public wishing to speak.

542. UPDATES ON THE PROGRESS OF THE BENGEO NEIGHBOURHOOD AREA PLAN (PAPER A)

The Members discussed the upcoming survey for the Bengo ward and its associated costs. They considered that a good response will ensure there is value for the money invested.

Then the Working Party considered the content of the survey. It was commented that while no survey is perfect and changes are always possible, the current version is able to get the interest of the residents who may be less involved or knowledgeable in local government matters. Equally, the Members felt that the survey is comprehensive enough to help inform the policies of the Neighbourhood Plan and the objectives of the Action Plan.

Members emphasized that the cover of the survey booklet needs to be attractive enough to capture the attention of the less-interested residents. It was also discussed that the survey should not leave the impression of actually promising to deliver the proposals that are being consulted on.

It was agreed that the Working Party will have the chance to see the content of the booklet before it gets typeset and printed.

The Working Party then discussed the recent grant application from the organisation Locality. The application was successful and will support the costs associated with producing the Bengo ward survey until the end of the financial year (end of March 2018). It was mentioned that there is the possibility to apply for another grant in the next financial year.

The Members wanted to clarify that Locality is a national organisation that supports Neighbourhood Plan projects by means of financial support and practical advice. The grants offered by this organisation are not related and should not be confused with the budget that each County councillor receives from Hertfordshire County Council to spend on projects in their area, which are also named Locality funding.

It was **RESOLVED** that:

- a) The Working Party **noted** the report on the progress of BNAP.
- b) The Working Party **approved** the costs associated with the production of the Bengo ward survey.

There being no further business, the meeting closed at 14:35.

MINUTES OF THE HERTFORD MARKETS WORKING PARTY MEETING HELD ON MONDAY 21 DECEMBER 2017 IN THE ROBIN ROOM, THE CASTLE, HERTFORD

PRESENT: Cllrs P Boyle, S Cousins, B Deering, Mrs S Dunkley, Miss J Sartin

IN ATTENDANCE: Mr Steve Knights, Market Manager; Dr Maria Iancu, Project Officer

455. APOLOGIES FOR ABSENCE

None.

456. DECLARATION OF INTERESTS

None.

457. THE MINUTES OF THE PREVIOUS MEETING

It was **RESOLVED** that:

The minutes of the meeting held on 25 September 2017 were approved as a correct record and the Chairman was authorised to sign the same.

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

There were no members of the public wishing to speak.

459. DISCUSSION WITH THE HERTFORD MARKET MANAGER

The discussion started with a presentation of the role of Mr Steve Knights as Market Manager. Mr Knights thought that the Hertford Market has a long history, but recently has lost some business because of pound shops and charity shops. Nevertheless, the market still has a strong nucleus of grocery stalls and it could improve its performance by becoming more niched and attracting customers during other street events (such as music).

First question asked was if there is any licence needed for busking. The answer that an entertainment licence should be obtained from the District Council.

The Members wanted to know if the farmers' stalls could be moved from Salisbury Square onto Maidenhead Street, where more traffic comes though.

The answer was that while this is technically possible, Salisbury Square is the place where farmers are traditionally based and there is a risk that some may stop trading should such a move take place. Another question enquired whether it would be possible to place the Farmer's market in a different layout. The answer was that a circle-shaped market attracts more customers than a row-shaped market. However, farmers' stalls have always been placed in a circular shape, which also has the advantage of requiring less effort during setting up.

Another question was whether it would be possible for the Charter Market stalls to be made uniform. The answer was that traders use their own stalls that suit their needs and that setting up the uniform stalls used at Farmers' Market comes at a higher cost.

One Member asked whether there were any farmers who wanted to become permanent stallholders at the Charter Market. The answer was no, since the farmers work every Saturday but in different markets across the region.

Next the Market Manager answered a question regarding waiting lists to become a trader. He commented that waiting lists are not as long as they used to be and that he tries to select at least one stall per type of merchandise.

Another question was asked regarding advertisement. The answer was that the Farmers' Market and the Street Food Market received more advertisement than the Charter Market. At the moment it is considered to promote the markets at train stations. It was noted that the Health Check report by NABMA recommended more advertisement for the markets.

Then the Market Manager answered a question in regards to the interest of traders to form an association. The answer was that currently more and more stallholders decide to become "casuals" rather than permanent stallholders, meaning they can decide on the day whether to turn up or not. This makes it more difficult to assume that there would be enough interest for mutual cooperation from the traders' behalf.

Next question referred to the impact of specialist markets. The Market Manager answered that since its appearance two years ago the Street Food Market was fairly successful and it benefits even food and drink shops around the stalls. However, seeking to bring the food stalls on the Charter Market might not work as well. Apart from the Street Food market there is the Christmas Market and the Farmers' Market, but it has to be noted that each one of these will attract a different clientele.

Asked how he envisions the future of the Hertford Market to be, the Market Manager answered that he believes there always be a market in the town and that specialist food produce will be an important part of that. He believed though that investment is needed at this point for the revitalisation of the local markets.

460. THE MARKET HEALTH CHECK REPORT

The Members noted the report and considered that it provides some very useful information and advice. It was noted the recommendation for a vintage or flea

market and comments were received that Hertford used to be a destination for antique traders.

461. PRELIMINARY RESULTS OF THE SURVEY

The Members noted PAPER B containing the preliminary survey results. It was commented that a bias may exist, since market users are more likely to have responded to the survey than those who do not shop there. It was noted that the highest interest of the public was for markets that sell food produce, rather than non-alimentary goods, which is an important aspect to consider in terms of potential future development of the Hertford Market.

462. EXCLUSION OF PRESS AND PUBLIC

It was **RESOLVED** that:

In view of the confidential nature of the following items, which relate to the business matters of other individuals and organisations, the public shall be excluded while the following items are discussed. This is in accordance with the Public Bodies (Admission to Meetings) Act 1960, as amended by the Local Government Act 1972.

463. INFORMATION ON THE OPERATION OF HERTFORD MARKETS

The Members noted the financial results of the Hertford Markets over the past five years.

It was **RESOLVED** that:

Additional information should be sought from the East Herts Council regarding the:

- Actual financial figures for the current budget year;
- Budget projections for the next financial year;
- The impact of the possible take-over for the current staff in charge of markets;
- The support that the Town Council may receive for a transitional period, should the take-over happen.

There being no further business, the meeting closed at 20:05.

This page is intentionally blank

MINUTES OF THE NEIGHBOURHOOD PLAN WORKING PARTY MEETING HELD ON THURSDAY 17 JANUARY 2018 IN THE ROBING ROOM, THE CASTLE, HERTFORD

PRESENT: Councillors S Cousins, B Deering, Dr Jaqueline Downs

IN ATTENDANCE: Mr Joseph Whelan, Town Clerk; Dr Maria Iancu, Project Officer

510. APOLOGIES FOR ABSENCE

None.

511. DECLARATION OF INTERESTS

None.

512. THE MINUTES

The minutes of the meeting held on 08 June 2017 were approved as a correct record and the Chairman authorised to sign the same.

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

There were no members of the public wishing to speak.

514. THE PROGRESS OF THE SELE NEIGHBOURHOOD AREA PLAN

The Chairman commented that the Sele Neighbourhood Area Plan is making steps forward, however he admitted that the pace is not very fast.

It was discussed that the potential developers in the Sele area have presented their initial proposals to the East Herts District Council. The document, named "HERT3, Masterplanning: Archers Spring and Thieves Lane" was sent around to the members of the Housing and Transport group.

The Members made reference to the fact that the Sele Neighbourhood Area Plan project, via the Neighbourhood Plan and Action Plan documents, can inform on the genuine needs of the residents. This provides a sound basis for decision-making in regards to the allocation of the New Homes Bonus. It was added that the New Homes Bonus fund will be used primarily for smaller projects which cannot not be financed from other sources.

The Members considered that contact should be maintained with the Hertfordshire County Council in regards to improvement of walking and cycling routes in Sele to link with other parts of Hertford and beyond.

It was also discussed that there are no bus services from Sele for people starting work early in the morning and while bus companies decide their operating hours to maximise profits, such services are essential and should be supported with additional funding.

Next the Members discussed the proposal of PAPER A in regards to the additional writing-up costs for the Neighbourhood Plans. It was considered that a professionally-written Plan will bolster the interest of the community members in the project, speed up the process, and prevent the undesirable situation in which parts of the grant allocated by Locality would need to be returned. The Members unanimously agreed to pursue this option and allocate £2,500 for the service.

It was **RESOLVED** that:

- a) The Working Party **noted** the report.
- b) The Working Party **approved** the Neighbourhood Plan writing-up costs.

There being no further business, the meeting closed at 19.45.

Development and Leisure Objectives 2016/19

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		
Action Required	Success Criteria	Responsible Committee
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
<p>Progress as of February 2018:</p> <p>Hertford Town Council continue to promote Hertford, its events and heritage through a variety of media platforms which are regular updated and include but are not limited to e-newsletters, social media, print material including programmes, fliers and posters, editorial write ups, paid for advertising and online listings.</p> <p>A new town guide is being created promoting the enhanced TTIC services, volunteer opportunities and historical walks.</p>		
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
<p>Progress as of February 2018</p> <p>The Council continue to promote local events that traders and organisations organise. Events are promoted on the gohertford website, social media sites, TTIC and on the weekly newsletters.</p> <p>A printed events programme including external organisations events which covers January to June has been distributed to over 14000 residents.</p> <p>Hertford Town Council are working in partnership with Hertfordshire Festival of Music for 2018 events. The Tourist Information Centre will be selling tickets for the events and retaining commission. In return, Hertford Town Council will promote the events via weekly newsletters, noticeboards and social media.</p>		
Successfully relocate the Town & Tourist Information	The Town & Tourist Information Centre will	D&L

Centre to new premises, enhancing the range of information and services offered.	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.	
<p>Progress as of February 2018:</p> <p>The TTIC have increased their service offering and are working with a number of local organisations including the Police to offer the venue as a meet and greet community hub. The TTIC have additional souvenirs including a 'Made in Herts' area which is proving popular.</p> <p>The TTIC report details further projects and proposals they are working on.</p>		
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
<p>Progress as of February 2018</p> <p>Officers are working on the approved 2018 events programme and have been taking stall holder bookings for events to offset the cost. Sponsorship for events will be sourced in the new year to also generate income.</p> <p>Relevant licenses have been applied for and risk assessments have been completed.</p>		
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
<p>Progress as of February 2018:</p> <p>Planning permission to relocate a blue plaque at Lombard House has been granted and a new plaque has been ordered.</p> <p>The Civic Society continue to organise free guided tours of the Hertford Heritage Trail.</p>		
<p>OBJECTIVE: Support the town centre and business community, to ensure its ongoing viability</p>		

Action Required	Success Criteria	Responsible Committee
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
<p>Progress as of February 2018:</p> <p>The Go Hertford website is the landing page of any users of the free town WiFi. The website is kept up to date with local news features, events, traders information and local attractions. The amount of unique users has significantly increased since the launch of the free WiFi.</p>		
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
<p>Progress as of February 2018</p> <p>See TCO Report</p>		
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
<p>Progress as of February 2018:</p> <p>The Hertford Taxi Marshal scheme continues to run well and is welcomed by the travelling public. The Police and Hertfordshire County Council continue to be supportive of the scheme and its positive contribution to the management of the night time economy in Hertford.</p> <p>The continued provision of CCTV also assist the positive management of the night-time economy and at other times in terms of public safety. On occasion CCTV footage is provided as evidence to the Police.</p>		

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
<p>Progress as of February 2018:</p> <p>The last event took place in February and was well attended. This event was ticketed and generated a net profit.</p> <p>The Hertford entrepreneur of the Year Awards 2018 launched in February.</p> <p>See Hertford Entrepreneurs Report on this meeting Agenda for further information.</p>		
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
<p>Progress as of February 2018:</p> <p>This objective is progressing well with the Steering Group meeting on a monthly to six weekly basis.</p> <p>This objective is on track.</p>		
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
<p>Progress as of February 2018:</p> <p>Progress has been made to develop detailed proposals for the HUDS scheme of improvement to The Wash, Maidenhead Street and Bull Plain. An informal consultation on proposed changes to the Traffic regulation Orders commenced in December 2017. .</p> <p>The objective is on track.</p>		
Investigate the viability and desirability of taking on	A working group will have been established to	D&L

responsibility for the running of Hertford Market.	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.	
--	---	--

Progress as of February 2018:

The Hertford Markets Working Party met on 15 December 2017. Members noted the results of the survey run by HTC regarding the market customers and non-customers. More financial and technical information has been requested from East Herts Council.

The next meeting of the Working Party will take place on 8 March 2018 and it will be attended by an East Herts Councillor responsible for markets.

This objective is on track.

The Hertford Markets Working Party met for the second time on 25 September 2017. It was discussed that there are examples around Hertford of both thriving and less successful markets. The decision was to produce a survey that will collect the opinions of those who regularly use the market and those who don't.

Collection of data will take place online and in person over a three-week period in November-December 2017. The results will be discussed at the next Working party meeting on 21 December.

The Officers at Hertford Town Council will meet on 15 December with the East Herts Officers to discuss progress on the matter.

This objective is on track.

OBJECTIVE: Positively Influence Spatial and Economic Development

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.		
<p>Progress as of February 2018:</p> <p>This objective is on track.</p> <p>All relevant consultations continue to be responded to in a timely manner.</p>		

Action Required	Success Criteria	Responsible Committee
<p>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.</p> <p>Consideration to be given to the implementation of a Neighbourhood Plan in other Wards of the Town, after completion of the Sele Neighbourhood Plan.</p>	<p>The Neighbourhood Plan will have been prepared, working with residents and other ward representatives.</p> <p>Preparation will be made for seeking endorsement of the Plan within the Ward.</p>	D&L
<p>Progress as of February 2018</p> <p>The Sele Neighbourhood Area Plan (SNAP) Working Party decided that parts of the grant from the Locality organisation could be spent on writing-up services. The work will be carried out by the Planning Consultant and it is expected that this will speed up the production of the Plan and increase interest among the members of the community.</p> <p>A couple of meetings have taken place between HTC officers and representatives of the potential developers in the area. Their interim plans are to be consulted with the community on 19 February 2018, and on other occasions if necessary.</p> <p>The Bengo Neighbourhood Area Plan (BNAP) has reached the stage of public consultation. A survey open to all residents in Bengo is to be launched on 15 February 2018. It will be available online, while paper-based copies will be delivered to every address in the ward. The survey is expected to close on 11 March 2018 and its results will influence the direction of the Plan's policies.</p>		

This objective is on track.

The Sele Neighbourhood Area Plan (SNAP) has reached a stage when working groups are finalising their thematic policies and considering how these will be written. Several working group meetings are scheduled for the following period. An Introduction to the draft of the Neighbourhood Plan has been produced.

The Bengo Neighbourhood Area Plan (BNAP) working groups have each met a few times. Progress can vary from one group to another, but all have given some consideration on their objectives and vision. Work is now being carried out for applying a ward-wide survey, likely to be launched in December 2017 or January 2018.

This objective is on track.

Comment as a consultee on individual planning applications.	The Planning Sub-Committee will have reviewed and commented on all Hertford Planning applications.	D&L
---	--	-----

Progress as of February 2018:

The Town Council provides timely comments on planning applications (through Planning Sub-committee) with the benefit of local insight and reflecting local residents' views.

This objective is on track

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

Action Required	Success Criteria	Responsible Committee
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

Progress as of February 2018:

Venue hire at Hertford Castle has doubled year on year. The Mill Bridge rooms have also increased in popularity and bookings.

This objective is on track

<p>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.</p>	<p>Property and events are managed meeting within prevailing licensing and health and safety requirements.</p>	<p>FP&A and D&L</p>
<p>Progress as of February 2018</p> <p>The Council continually monitors and revised risk assessments and reviews it licences where necessary. Training of staff is key to this task and the adopted Staff Training Plan for 2017 is ensuring appropriate training is provided such as first aid training.</p> <p>This objective is on track.</p>		
<p>Adopt and monitor Key Performance Indicators for the provision of Council services. Take corrective action as required.</p>	<p>The effectiveness of the Council's performance is tracked and reported at Committee demonstrating how well the Council has delivered its services to residents</p>	<p>All Committees</p>
<p>Progress as of February 2018:</p> <p>Performance data is reported to Committee on a quarterly basis.</p> <p>This objective is on track.</p>		

**REPORT TO A MEETING OF THE DEVELOPMENT AND LEISURE
COMMITTEE – 26 FEBRUARY 2018**

AGENDA ITEM 15 – HANGING BASKETS IN TOWN CENTRE

1. PURPOSE OF THE REPORT

To provide the Committee with an update on the hanging baskets contract and to ask the Committee to give consideration to ceasing the winter scheme.

2. INTRODUCTION

In 2009, as part of the Council's initiative to support the town centre and to make an attractive environment, the Council invested in a hanging basket scheme of summer and winter baskets, along with some planters. (Currently 77 baskets and 4 planters.

The scheme was further extended in 2014 to include Fleming Crescent at the Sele Neighbourhood shops. The baskets have been very well received by the public and the summer baskets in particular produce a spectacular display between late May and the end of September.

3. CURRENT SITUATION

The winter baskets have never proved to be as successful as the summer scheme, they are planted in October, but largely dormant until March, and only then begin to develop into a nice display for a couple of months. Many of the winter baskets also have to be removed for an 8 week period to allow for the Christmas lights to be displayed on the lamp columns.

The costs of the summer and winter displays have increased by £1600 per year (in total) due to the licensing requirement of Hertfordshire Highways for the annual stress testing of the lighting columns the hanging baskets are fixed to; this was introduced in 2017. Furthermore, in January 2017 Hertfordshire Highways requested that changes be made to the brackets and clips that attach the hanging baskets to the lamp columns prior to a licensing request for 2018. Following discussion with both Hertfordshire Highways and the Council's hanging baskets contractors it has been agreed that the most appropriate way forward is for a new style of bracket which is to be bolted directly onto the lamp columns to which the baskets are attached. The cost of implementing this change is £4695.

The budget for 2017/18 is enough to cover the replacement brackets and the budget for 2018/19 will cover the lamp column stress testing. However the Committee may wish to consider the discontinuation of the winter baskets simply because their display is not particularly inspiring through the winter months. A planting scheme for the four planters in town would continue during both the summer and winter seasons.

Currently, the budget stands at £18538 in 2017/18 and £15896 in 2018/19. The savings from the winter baskets would be approximately £5000. The budget

was intentionally set higher in 2017/18 to cover the cost of the requirement for the changes to the brackets as outlined above. .

4. RECOMMENDATIONS

It is **RECOMMENDED** that:

The Committee **approves** the discontinuation of the winter hanging basket scheme.

Report by: Tricia Carpenter – Civic Administration Manager

**REPORT TO A MEETING OF THE DEVELOPMENT AND LEISURE COMMITTEE –
26 FEBRUARY 2018**

AGENDA ITEM 16 – COLE GREEN WAY GREENSPACE ACTION PLAN 2018 - 2023

1. PURPOSE OF THE REPORT

Hertfordshire County Council (HCC) has produced the second draft of the Greenspace Action Plan. The Council commented on the first draft in October 2017. The revised document includes comments from stakeholders.

The second draft document is out for full consultation to the public until 16th March 2018

2. BACKGROUND

The Council commented on the draft proposals in October 2017 and was generally very supportive of the proposals in the Plan and noted the value of the Cole Green Way as a non-motorised route. The Council however commented that it would not wish to see tarmac or paving along the whole of the route, nor wayfinding lighting, which would compromise the rural aspect of the area, which it was felt generally important to retain.

The route of the Cole Green Way between Hertford and the A414 is owned by HCC and is a non-motorised transport route for cyclists, horse riders and walkers and connects Hertford and Welwyn Garden City. The plan is being produced by the Countryside Management Service.

The consultation documents describes the Cole Green Way as part of the developing network of strategic non-motorised public transport options and suggests that it will help meet the objective stated in the Local Transport Plan 3 (Promoting and supporting sustainable travel) to reduce growth in car traffic and contribute to improved health and quality of life for residents, with a positive impact on the environment and on the wider challenge of reducing transport's contribution to climate change.

Cole Green Way is 6.2km and has two owners. The 4.4km section between the railway viaduct close to Hertford Football Club and the A414 is owned by HCC, with the remaining 1.8km to the edge of Welwyn Garden City at Cole Green Lane owned by Birchall Gardens LLP and managed by Tarmac.

The route lies within the Green Belt. It passes through the Hertingfordbury Conservation Area and reaches the edge of the Hertford Conservation Area. The HCC owned section of the route is a Local Wildlife Site and passes through a number of other Local Wildlife Sites:

Rolls and Blackthorn Woods (Ancient woodland)
Greater Captain's and Howell park Wood – Ancient woodland
Cowper Arms Pit – Protected species
Hazeldene Area East Green – protected species
Meadow and River Lee by Leahoe Viaduct North West - Grassland

The section of the route owned by HCC has been surfaced with unbound aggregate which is now deteriorating⁷⁵, with extensive sections muddy and wet for

much of the year due to poor drainage. The western section has a new tarmac surface but lack of grounds maintenance here causes vegetation to fold over in places reducing the width.

Maintenance has been reactive in recent times and the HCC section has become heavily shaded, leaving areas of it dark and enclosed, making the route feel less safe (in the view of HCC). Access points are poorly signed and furniture is old and in need of replacing to a consistent style. Promotion of the route is limited and could be greatly improved to attract more users.

3. AIMS AND OBJECTIVES OF THE GREENSPACE ACTION PLAN

The aim of the Action Plan is:

‘To develop the Cole Green Way into an attractive, functional, multi user route which is well used for active travel and recreation alike and rich in biodiversity and heritage.’

The objectives are:

1. To improve and maintain the Cole Green Way, as a core component of Hertfordshire’s strategic non-motorised transport network.
2. To increase use of the Cole Green Way for both active travel and recreation.
3. To ensure financial sustainability of all management operations on site.
4. To protect and enhance the natural environment and heritage of the Cole Green Way.
5. To ensure that users of the Cole Green Way feel safe and welcome at all times.
6. To develop and maintain an informed, involved and enthusiastic local community.

4. COMMUNITY ENGAGEMENT AND PLAN PRODUCTION PROCESS

A drop-in event will be held at Hertingfordbury Cowper Primary School, Birch Green, SG14 2LR, between **5pm and 7pm** on **Wednesday 14th March** to give local people and stakeholders the opportunity to discuss the plan.

Any comments on the plan should be sent to HCC by **Friday 16th March**. Following this date, the GAP will be amended as required, agreed, and actions to deliver the plan will commence.

5. RECOMMENDATIONS

- a) The Committee provides **comments and recommendations** on the second stage of the Action Plan development.
- b) The Committee **notes** this report.



COLE GREEN WAY GREENSPACE ACTION PLAN (GAP) 2018 – 2023



Hertfordshire County Council
County Hall
Pegs Lane
Hertford
SG13 8DN

Website: www.hertfordshire.gov.uk

E-mail: contact@hertfordshire.gov.uk

Telephone: 0300 123 4040

DRAFT

AMENDMENT DATE	SECTION UPDATED	DETAILS	OFFICER

DRAFT

CONTENTS

1. SITE SUMMARY	5
2. SITE DESCRIPTION	6
2.1 LOCATION MAP	6
2.3 CONSTRAINTS MAP	8
2.4 INTRODUCTION.....	9
2.5 STRATEGIC CONTEXT.....	9
2.6 GEOGRAPHY, LANDSCAPE & DESIGNATIONS.....	12
2.7 HISTORY & ARCHAEOLOGY.....	12
2.8 HABITATS & WILDLIFE	14
2.9 ACCESS, FACILITIES & INFRASTRUCTURE.....	15
2.10 COMMUNITY, MANAGEMENT & EVENTS	18
3. ANALYSIS AND EVALUATION	21
3.1 A FUNCTIONAL MULTI-USER ROUTE	21
3.2 USER EXPERIENCE & PROMOTION	27
3.3 FUNDING, IMPLEMENTATION & FINANCIAL SUSTAINABILITY	30
3.4 CONSERVATION & HERITAGE	30
3.5 SAFETY & SECURITY	35
3.6 COMMUNITY INVOLVEMENT	37
4. AIMS AND OBJECTIVES	38
5. ACTION PLANS.....	40
6. SPECIFICATIONS.....	50

1. SITE SUMMARY

Site name	Cole Green Way
Grid Reference	TL264118 to TL317119
Owner s	Hertfordshire County Council (TL275109 to TL317119) Birchall Gardens LLP (TL264118 to TL275109)
Managers	Hertfordshire County Council Tarmac Limited
Size	9.8ha along 4.4km owned by Hertfordshire County Council Full route length 6.2km
Designations	Conservation Area Metropolitan Green Belt Local Wildlife Site

Vision Statement

To develop the Cole Green Way into an attractive, functional, multi-user route which is well-used for active travel and recreation alike and rich in biodiversity and heritage.

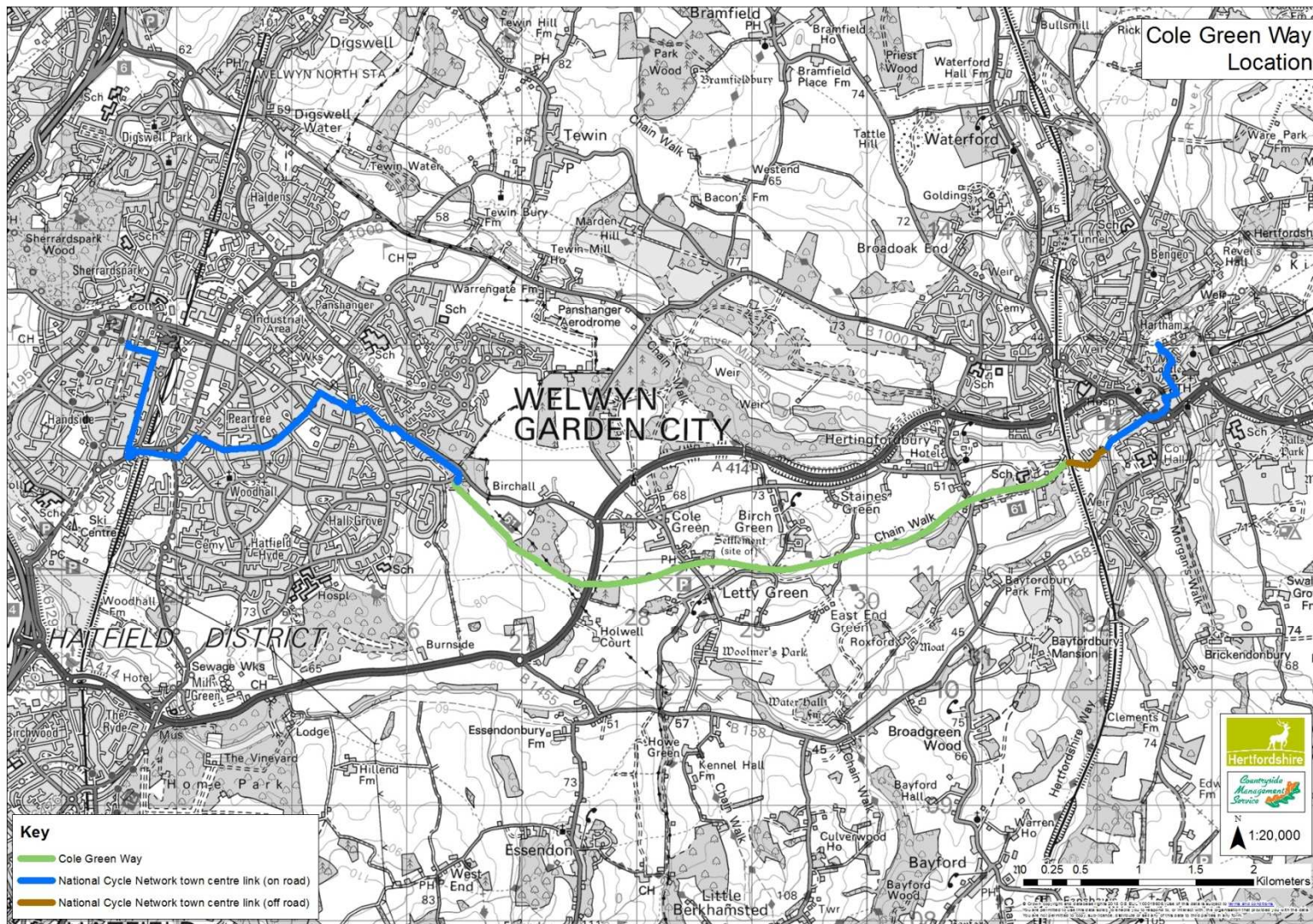
This will be achieved through the following objectives:

- To improve and maintain the Cole Green Way, as a core component of Hertfordshire's strategic non-motorised transport network.
- To increase use of the Cole Green Way for both active travel and recreation.
- To ensure financial sustainability of all management operations on site.
- To protect and enhance the natural environment and heritage of the Cole Green Way.
- To ensure that users of the Cole Green Way feel safe and welcome at all times.
- To develop and maintain an informed, involved and enthusiastic local community.

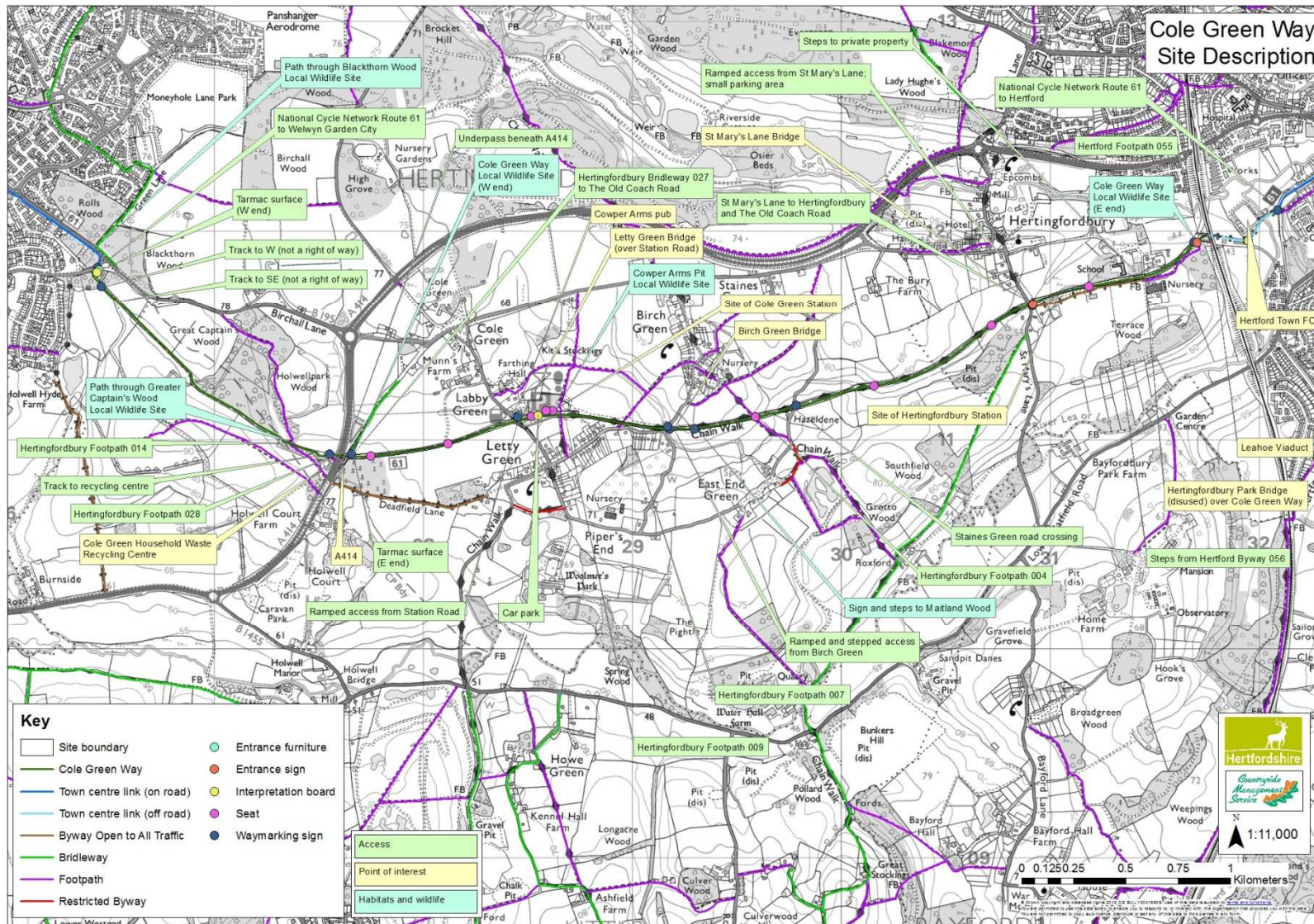
The Greenspace Action Plan (GAP) for the Cole Green Way sets out the management, maintenance and development framework for the site over five years. It will focus on the section of the Cole Green Way between Hertford and the A414 which is owned by Hertfordshire County Council, and will also provide recommendations for the management of the remainder of the route.

The GAP is reviewed annually in conjunction with any relevant bodies, so that any outstanding tasks can be rescheduled as necessary.

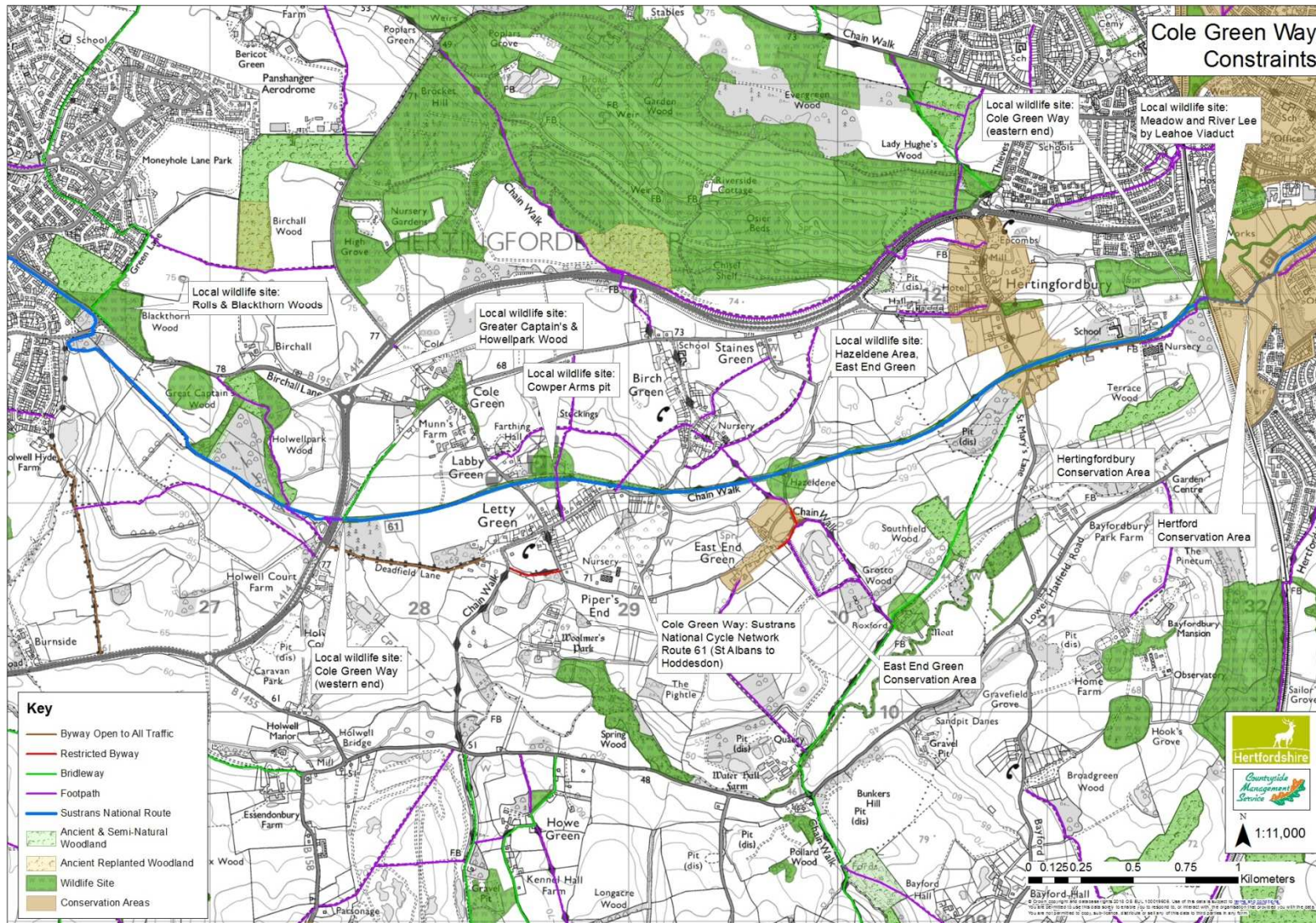
2. SITE DESCRIPTION
2.1 LOCATION MAP



2.2 SITE DESCRIPTION MAP



2.3 CONSTRAINTS MAP



2.4 INTRODUCTION

The Cole Green Way is a 6.2km non-motorised transport route following the former Hertford to Welwyn Garden City branch line. It provides a valuable traffic-free connection between Hertford and Welwyn Garden City for cyclists, horse riders and pedestrians, both for active travel and for recreational use. It connects at both ends to links to the respective town centres, and to a further traffic-free route between Hertford and Ware.

2.5 STRATEGIC CONTEXT

2.5.1 Active travel

The Cole Green Way should be viewed not as an isolated route but as part of a developing and increasingly important network of strategic non-motorised public transport options.

The emerging Local Transport Plan 4 (LTP4) will place a much higher emphasis on active travel than its predecessor LTP3, and is therefore strongly supportive of work to improve the Cole Green Way and access to it. One of its four guiding principles will be **modal shift and encouraging active travel**: 'Achieving a modal shift in future years away from car use to more sustainable modes such as public transport, walking and cycling will greatly support delivery of the LTP objectives. The potential public health benefits of increased levels of active travel indicate this should be a high priority, and a key feature of the future transport system we are planning for.'

The development and promotion of the Cole Green Way as a route for active travel is supported by two policies and two transport proposals in the [consultation draft of LTP4](#):

- **Policy 1: Transport User Hierarchy** which considers the needs of pedestrians and cyclists before those of any other transport user group.
- **Policy 8: Active Travel - Cycling** which aims to deliver a step change in cycling in Hertfordshire through infrastructure improvements, higher prioritisation of cyclists and promotion.
- **Cycle Infrastructure Improvement Towns** – Welwyn Garden City and Hertford are both identified as towns likely to have the most heavily used cycle routes in the future.
- **Sustainable Travel Towns** – Welwyn Garden City and Hertford are both identified as targets for a comprehensive package of schemes and initiatives designed to achieve a significant modal shift to non-car modes.

Pressure on the A414 corridor is already high, with frequent congestion through Hertford at rush hours. Journey to work data taken from the 2011 census is shown in Table 1 and shows that over 90% of usual work journeys between the towns are taken by car.

Table 1: journey to work trips between Hertford / Ware and Welwyn Garden City

Origin	Destination	Total JTW trips	% rail	% bus	% car	% other*
Hertford	WGC	866	1%	4%	92%	3%
Ware	WGC	364	1%	4%	91%	4%
WGC	Hertford	494	1%	3%	91%	5%

*Includes cycle, taxi and other modes. Source: Tables 19 and 20 [TN07 Pattern of Travel Combined 2015-09-30](#)

Mobile phone data from Telefonica was collected as part of the development of the Countywide Transport Model (COMET). This data covers all trip purposes, not just journeys to work, and all time periods. It is shown in Table 2.

Table 2: total trips between Hertford and Welwyn Garden City

	AM peak	PM peak
Hertford to WGC (Westbound)	1381	783
WGC to Hertford (Eastbound)	880	1227

Source: Figure 26 and 27 [TN07 Pattern of Travel Combined 2015-09-30](#)

The Hertfordshire COMET model has been used to present estimates of future travel conditions between Welwyn Garden City and Hertford. The forecast year is 2031 and the model assumes that proposed developments within the Local Plans will be built, including a number of large sites in the vicinity of the Cole Green Way. The increase in the number of trips from 2014 to 2031 between the two towns in the peak hour is estimated to be between 10 and 12%. Applying this to the figures in Table 2 would result in approximately 250 additional two way vehicle trips in the AM peak hour and over 200 additional two way vehicle trips in the PM peak hour.

The model predicts increases between 7% and 11% in journey time by car (Tables 3 and 4). Cycle journey times remain longer, but are comparable to bus journey times. In the context of an increasing number of trips and rising journey time, any means of reducing vehicle traffic is valuable, and enabling and promoting active and sustainable travel between the two towns becomes increasingly important.

Table 3: predicted increase in journey times between Hertford & Welwyn Garden City (2014-31)

Mode of travel	AM peak hour (mins)		PM peak hour (mins)	
	Predicted increase	Predicted journey time*	Predicted increase	Predicted journey time*
Car	11.4% (via A414)	16	7.1% (via A414)	15
Bus	4.8% (via B1000)	30	2.9% (via B1000)	30
Cycle	0%	39	0%	39

*Predicted increase applied to existing journey time

Table 4 – predicted increase in journey times between Welwyn Garden City & Hertford (2014-31)

Mode of travel	AM peak hour (mins)		PM peak hour (mins)	
	Predicted increase	Predicted journey time*	Predicted increase	Predicted journey time*
Car	7.2% (via A414)	15	6.5% (via A414)	16
Bus	5.5% (via B1000)	31	2.5% (via B1000)	27
Cycle	0%	33	0%	33

*Predicted increase applied to existing journey time

2.5.2 Transport and health

The [Hertfordshire Health and Wellbeing Strategy 2016-2020](#) includes an objective to: ‘seek to increase the proportion of working age adults who are getting the recommended level of physical activity and reduce levels of overweight and obesity.’ The recommendation for adults is 150 minutes of moderate physical activity per week, but currently one in four adults across Hertfordshire do less than 30 minutes moderate activity a week. Growth in active travel and recreation will increase levels of physical activity, thereby improving health, promoting mental wellbeing, improving quality of life and helping promote independence.

Public health provides a strong business case for investing in cycling and walking, which offer excellent value for money, including by preventing the cost of ill health to society and the public purse. It is estimated that overweight and obesity cost the county £404m per year (Health and Wellbeing Strategy 2013-16). For more information see a briefing on [the health benefits of physical activity and active travel](#).

2.5.3 Air quality and climate change

Emissions from transport are a major source of air pollution, and poor air quality is also a serious threat to health. In Hertfordshire, 514 deaths per year are thought to be attributable to fine particulate air pollution (Public Health England). Any modal shift from car to active travel will provide additional health and environmental benefits by reducing air pollution.

Increased use of the Cole Green Way offers particular potential to improve air quality. Gascoyne Way in Hertford is one of 30 Air Quality Management Areas in Hertfordshire, where national standards of air quality are not being met in relation to nitrogen dioxide. Improvements to the Cole Green Way are noted as action RE11 in the [East Herts Air Quality Action Plan 2017/18 – 2019/20](#).

Reducing greenhouse gas emissions from transport is also essential if national targets are to be met. Road use by each Hertfordshire resident produces 2.3 tonnes of carbon dioxide per year, 6% higher than the East of England average (National Statistics, 2017).

2.5.4 Development proposals

The Cole Green Way will be a critical piece of strategic green infrastructure for developments proposed in the emerging local plans for Welwyn Hatfield and East Herts,

providing both an important link for active travel and a valuable resource for recreation and biodiversity. Both plans are currently at the stage of independent examination by a government planning inspector. Once agreed, the [East Herts District Plan](#) will cover the period until 2033, and the [Welwyn Hatfield Local Plan](#) will operate until 2032. The most significant potential development is Birchall Garden Suburb, which would have over 2500 homes both to the north and the south of the Cole Green Way.

2.6 GEOGRAPHY, LANDSCAPE & DESIGNATIONS

The entirety of the Cole Green Way lies within the Green Belt. It passes through the Hertingfordbury Conservation Area and reaches the edge of the Hertford Conservation Area. The HCC-owned section of the route is a Local Wildlife Site (58/006) and the route passes a number of additional Local Wildlife Sites, shown on the constraints maps in 2.3:

- Rolls and Blackthorn Woods (58/020 – ancient woodland)
- Greater Captain's and Howellpark Wood (58/015 – ancient woodland)
- Cowper Arms Pit (58/011 – protected species)
- Hazeldene Area, East Green (58/033 – protected species)
- Meadow and River Lee by Leahoe Viaduct North-west (59/011 – grassland)

The route lies largely within the [Cole Green and Hertingfordbury Settled Farmland Landscape Character Area](#) (LCA), reaching the [Welwyn Fringes LCA](#) in the west. This is a mainly pastoral area of small, long-established hamlets, notably Cole Green, Letty Green, Birch Green and Hertingfordbury. The urban influence of the larger towns of Welwyn Garden City and Hertford is only apparent at the western and eastern fringes of this area. Despite the presence of the A414 to the north, most of the area feels remote and tranquil.

As a wooded green corridor, the Cole Green Way is a significant feature traversing the landscape. Between Hertingfordbury and Letty Green it follows the valley of a tributary of the River Mimram, and it passes through cuttings and along embankments throughout the HCC-owned section. This provides sections with the potential for open views and sections which are naturally more enclosed, but it is currently dull and gloomy along much of the route; indeed it is described as a 'sepulchral alleyway' in the Landscape Character Assessment.

The section managed by Tarmac Ltd is much more open, passing across a recently-disturbed landscape. While the Cole Green Way does follow the route of the former railway line, there is no remaining evidence of that line in the landscape.

2.7 HISTORY & ARCHAEOLOGY

The Cole Green Way follows the route of the Hertford North to Welwyn Garden City branch of the Great Northern Railway. This opened in 1858, operated passenger traffic until 1951 and closed to all railway traffic in 1962.

There are a number of historic features along the route. Primary among these is the former Cole Green Station, which is owned by HCC. Cole Green Station opened on 1st March 1858 and at its peak had two platforms, both containing timber waiting rooms with wide canopies,

and a two storey brick station building incorporating the booking office and stationmaster's house. As a passenger station it served the villages of Cole Green and Letty Green, while also containing a goods yard, coal yard, and cattle dock and pens. The station was busy enough to support an adjacent pub called the Railway Tavern which survives today as the Cowper Arms. Following closure of the branch line in 1962, the station gradually fell into disrepair with the surrounding land taken over by scrub and secondary woodland. A detailed history of this station, and of the Hertford North to Welwyn Garden City line as a whole, can be found [here](#).

Despite the passage of time, the station is still readily identifiable as such. Both platforms have survived, with some original cast iron railings at the rear of each. Part of the northern platform and the former station forecourt are used as a car park, and the goods yard is used as a picnic area. The southern platform is now heavily overgrown with some brickwork from the platform buildings remaining.

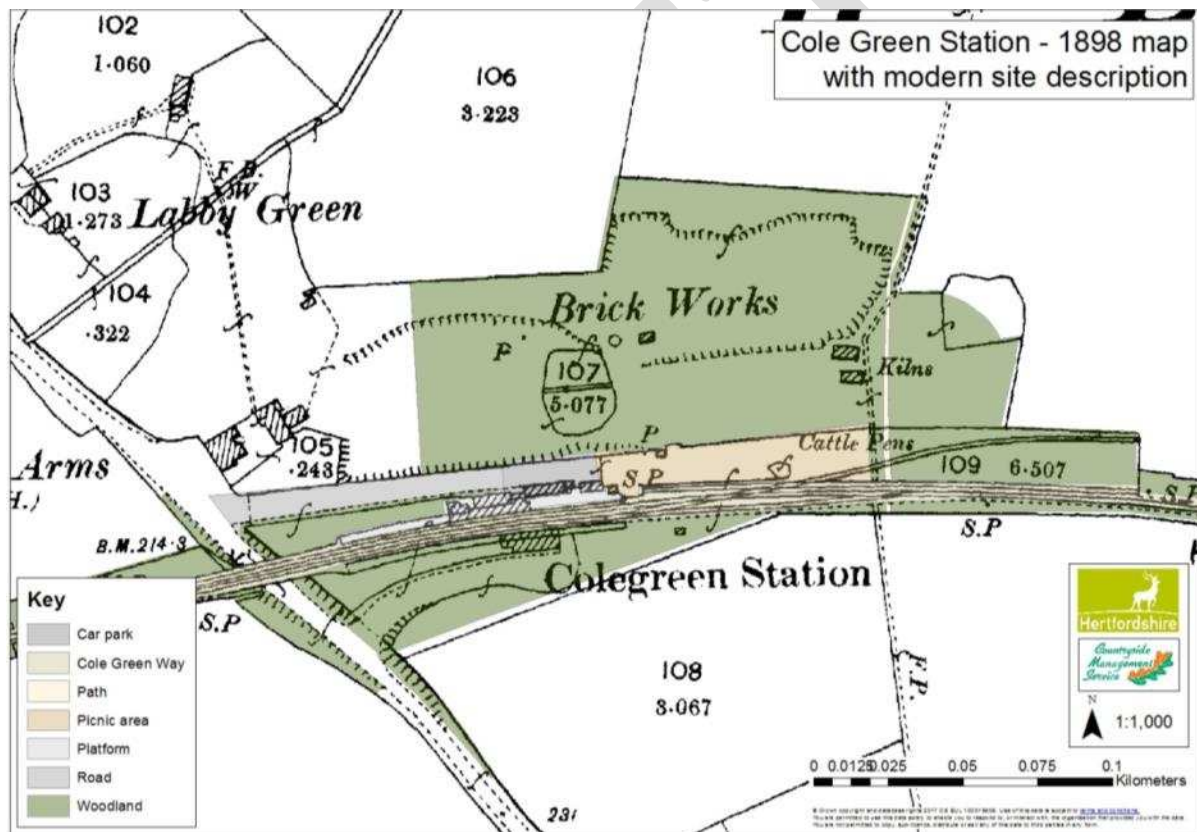


Figure 1. Map of Cole Green station from 1898 overlaid with modern site description.

At Hertingfordbury Station, the single platform and station building survive. The station building has been heavily modified, and both this and the platform are now in private ownership.

Former railway bridges carry the route over roads at St Marys Lane (Hertingfordbury Station Railway Bridge), Birch Green (Birch Green Railway Bridge) and Station Road (Letty Green Bridge). A former bridge at Staines Green has been filled in, and this is the only point at which the Cole Green Way now crosses a road. The only historic bridge which crosses the

Cole Green Way is Hertingfordbury Park Bridge, close to St. Joseph's in the Park School, which is disused and overgrown, but still a prominent feature on the route.



Figure 2. Hertingfordbury Park Bridge and Cole Green Station.

2.8 HABITATS & WILDLIFE

2.8.1 Habitats

The banks adjoining the old railway line have been naturally colonised by secondary woodland and scrub since the closure of the railway and the cessation of regular, large scale vegetation clearance. This now provides an important continuous linear wildlife corridor. Tree and scrub species along the banks include oak, ash, sycamore, hawthorn, blackthorn and field maple. There is some evidence of old hedgerows which have now developed into mature scrub, for example close to the eastern end. Ash is particularly prominent towards the eastern end, and it is likely that this area will be affected by Chalara dieback of ash within the next decade.

In many places, the dense semi-mature woodland on the embankments and cuttings prevents light from reaching the floor, and results in a poor, shade tolerant ground flora.

Narrow strips of grasses and wild flowers border the central track where sufficient light reaches the ground. In a few places there are larger, more open areas of diverse grassland with species such as cowslip, common bird's-foot-trefoil, common knapweed and field scabious. The Cole Green Way from Hertford to the A414 is a Local Wildlife Site as a result of this grassland habitat.



Figure 3. Wooded and more open sections of the Cole Green Way, close to the Hertford end and close to the A414.

2.8.2 Species

A HERC data search obtained shows that several protected species have been recorded close to the Cole Green Way. However, few records are directly associated with the site. Great crested newt has been recorded from three 1km squares crossed by the Cole Green Way around Cole Green Station. Reptiles include slow worm, adder and grass snake.

Badgers have been recorded in numerous locations along the route and there may be setts in the embankments or cuttings. Bats will also use the Cole Green Way as a corridor to feed along, and mature trees have the potential to hold roosting bats. A variety of common birds can be expected to nest in trees and scrub along the route.

The invertebrate fauna is also diverse, and includes a variety of common butterflies and a colony of glow worms, which can be found close to Cole Green Station.

2.9 ACCESS, FACILITIES & INFRASTRUCTURE

2.9.1 Access, circulation and entrances

The Cole Green Way is not a designated Public Right of Way, but access is permitted for walkers, cyclists and horse riders. It forms part of Sustrans National Cycle Network Route 61 between St Albans and Hoddesdon, providing an off-road link between Welwyn Garden City and Hertford. At the Welwyn end it connects directly to the road network via Cole Green Lane, and at the Hertford end there is a further short off-road section along Hertford Footpath 055 then Hertford Byway 054 before the route reaches the road at West Street.

It is accessible from all the roads and rights of way which cross or meet the route:

- Cole Green Lane
- Hertingfordbury Footpath 014 towards Birchall Lane and A414
- Hertingfordbury Footpath 028 towards A414
- Hertingfordbury Bridleway 027 towards The Old Coach Road
- Station Road (Cole Green Station)
- Hertingfordbury Footpath 009 towards The Old Coach Road and Chapel Lane
- Hertingfordbury Footpath 007 towards Birch Green and Chapel Lane
- Birch Green
- Hertingfordbury Footpath 004 towards Birch Green and Staines Green
- Staines Green
- St Mary's Lane
- Hertford Byway 056 towards St Mary's Lane and West Street
- Hertford Footpath 055 towards St Mary's Lane and West Street

The Cole Green Way passes over old railway bridges at three of its four road crossings. At Staines Green, the bridge has been lost and the route crosses the road, which is very quiet and does not pose a significant danger to users of the Cole Green Way.

2.9.2 Car parks and vehicular access

There are two car parks. The main car park on the platform of the former Cole Green Station has space for around 8 vehicles. There is also space for three vehicles at St Mary's Lane.

No motor vehicles are allowed on the Cole Green Way apart from contractors authorised by the landowners. The main access for authorised vehicles to the HCC-owned section of the Cole Green Way is at Cole Green Station, and the route can also be accessed from Staines Green.

2.9.3 Path surface

The HCC-owned section of the route has an unbound or semi-bound aggregate surface, which in many places is covered by organic material and can be very wet during the winter. The wetter and muddier sections are generally associated with the cuttings, which are darker, shadier and have more overhanging vegetation. The section between the Hertford end and St Mary's Lane is a good example of this. In contrast, the embankments are usually lighter and drier. Two short sections close to the A414 have been resurfaced recently, and the surface here is much less smooth, with large stones on the surface.

At the western end of HCC ownership, the route passes through an underpass under the A414 which regularly floods in the winter. This and the section west of the A414 are surfaced with tarmac.

2.9.4 Destinations accessible from the Cole Green Way

The primary destinations of the Cole Green Way are Welwyn Garden City and Hertford, towns with populations of 48,000 and 26,000 respectively (2011 census) and major employers such as Tesco and Hertfordshire County Council. The neighbouring settlements of Hatfield (39,000) and Ware (19,000) can also be accessed by a combination of on- and off-road routes. The nearest railway stations are Welwyn Garden City (two miles), Hertford East (one mile) and Hertford North (one and a half miles).

The route also provides access to all the villages between Welwyn Garden City and Hertford, including Cole Green, Letty Green, Birch Green and Hertingfordbury. The old Cole Green Station, with a picnic area, a small woodland and the Cowper Arms nearby, is a potentially popular but underutilised stopping point.

The primary recreational destination in the area is Panshanger Park. Two public footpaths cross the A414, providing the potential for circular walks incorporating the Cole Green Way and the network of permissive routes which cross the park. Woodland walks closer to the Cole Green Way are possible at Maitland Wood, Greater Captain's Wood and Rolls & Blackthorn Woods. Hertford Town Football Club are based at the eastern end of the route.

There are a number of new developments planned in both Welwyn Garden City and Hertford. The most significant of these in terms of size and impact on the Cole Green Way is the development referred to as Birchall Garden Suburb, which would create over 2500 new homes on either side of the section of the Cole Green Way managed by Tarmac Ltd. A new

retirement community is proposed, subject to planning permission, for a former brickfields site near the viaduct and adjacent to the Cole Green Way. This would become another destination served by the route.

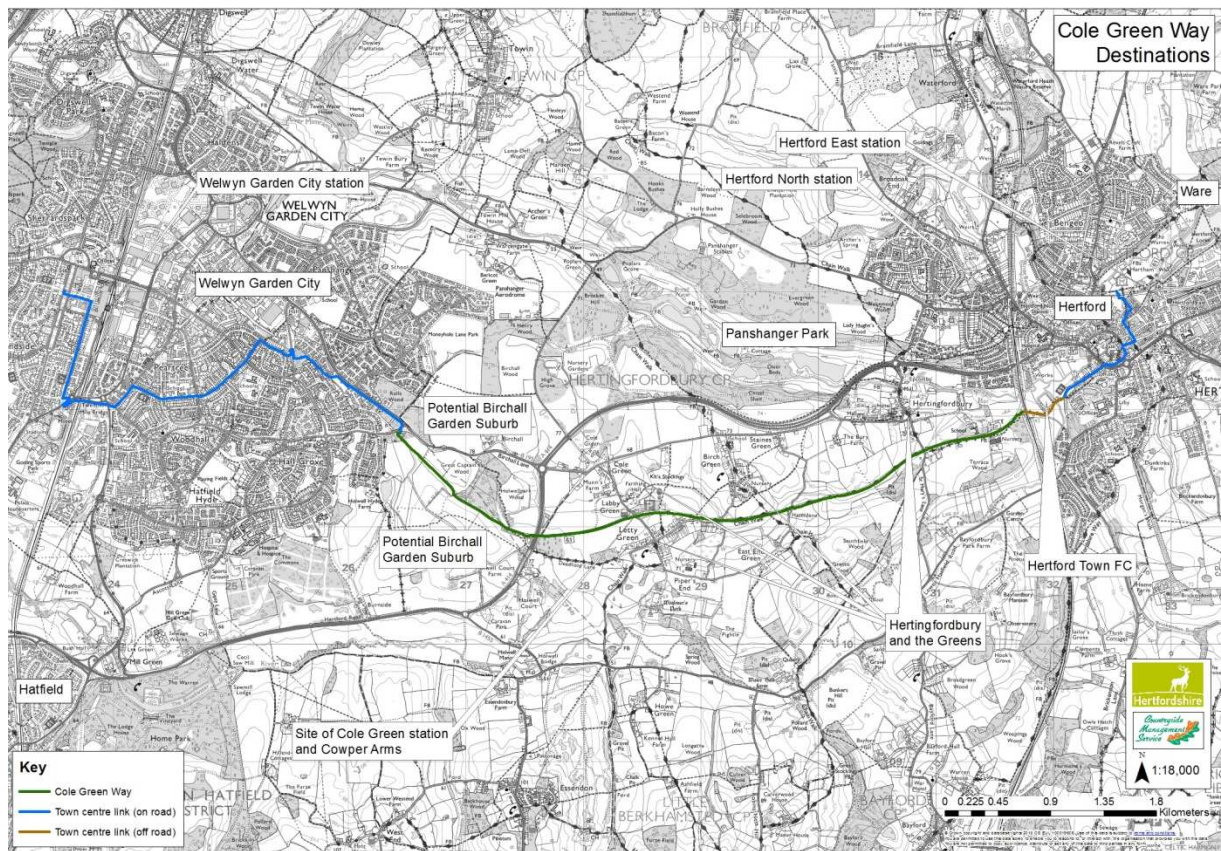


Figure 4. Destinations accessible from the Cole Green Way.

2.9.5 Furniture

There are six benches or seats along the route, along with several more around Cole Green Station, where there are also picnic tables and two carved seats. There is a height barrier at the entrance to Cole Green Station from Station Road, and a vehicle gate providing access to the picnic area and the Cole Green Way. There is also a vehicle gate at the Hertford end of the route, just west of the viaduct.

Ramps provide access to the Cole Green Way at each of the road crossing points. At some points, for example St Mary's Lane, these have shallow steps. At most access points from rights of way there is either no access furniture or disused access furniture with a gap next to it. The exceptions are steps which are used to access Hertford Byway 056 and Hertingfordbury Footpath 004.

2.9.6 Signage, interpretation and leaflets

There are various fingerposts along the route – blue cycle route signs for the National Cycle Network and connecting routes, Rights of Way signs and some additional routed wooden signage. National Cycle Network route 61 is also signed in places with small blue markers on fence posts.

The main entrance points, at Cole Green Station, St Mary's Lane and the Hertford end of the route have large wooden 'Cole Green Way' entrance signs. At all entrance points in the HCC-owned section there are small badges on posts labelling the route as the Cole Green Way.

Historical interpretation boards are located at both ends of the Cole Green Way and at Cole Green Station, where a wind-up interpretation panel is now broken.

A [Cole Green Way leaflet](#) was produced in 2005. This details the whole route, its history, what to see and do along the route and contact details for the organisations involved with the route. The Cole Green Way is also included on the [Hertfordshire Cycling Map for Recreation and Commuting](#).

2.9.7 Structures

There are six structures along the HCC-owned section of the Cole Green Way:

- A414 underpass – carries the Cole Green Way, owned by HCC
- Letty Green Bridge – carries the Cole Green Way, owned by HCC
- Birch Green Bridge – carries the Cole Green Way, owned by HCC
- St Mary's Lane Bridge – carries the Cole Green Way, owned by HCC
- Hertingfordbury Park Bridge – disused, owned by HCC
- Hertford Viaduct – carries the mainline railway, owned by Network Rail

2.10 COMMUNITY, MANAGEMENT & EVENTS

The Cole Green Way has two landowners. The 4.4km section between the railway viaduct close to Hertford Town Football Club and the A414 is owned and managed by HCC, and has been used for active travel and recreation since the closure of the Hertford to Welwyn Garden City railway in 1962.

The remaining 1.8km from the A414 to the edge of Welwyn Garden City at Cole Green Lane is owned by Birchall Gardens LLP and managed by Tarmac Ltd. Vegetation management along this section is carried out by HCC's Rights of Way team, which does not currently receive regular funding for this work. At the Hertford end, a 400m off road route links to West Street, along a Byway Open to All Traffic. This section is largely in private ownership.

The route is split between East Hertfordshire and Welwyn Hatfield districts, and between three town or parish councils: Hertford, Hertingfordbury and Essendon.

Cole Green Way Land ownership



This is the first five year Greenspace Action Plan to be produced for the route, and has been produced in consultation with relevant stakeholders, including:

British Driving Society
British Horse Society
Cycle Herts
East Herts Council
Essendon Parish Council
Hertford Town Council
Hertfordshire County Council
Hertfordshire & Middlesex Wildlife Trust
Hertingfordbury Parish Council
Ramblers Association
Sustrans
Tarmac Ltd
Welwyn Hatfield Borough Council
Neighbouring landowners and the local community

The Cole Green Way is a popular route, used by various user groups – for walking, running, cycling and horse riding. To date there has only been small scale volunteer involvement in its management, including very occasional tasks by practical conservation volunteers and litter picking organised by local parish councils. No regular events are currently held on the route.

3. ANALYSIS AND EVALUATION

3.1 A FUNCTIONAL MULTI-USER ROUTE

The HCC-owned section of the route currently has a semi-bound or unbound aggregate surface. However, that surface is now deteriorating, with considerable accumulation of mud and organic material in places. Extensive sections are wet and muddy for much of the year, with poor drainage. In its current form, the surface is unsuitable for most users, particularly during the winter.



Figure 5. Examples of poor surface, east and west of Hertingfordbury. Sections such as these are often under water during the winter.

Any changes to the surface must be appropriate to the rural setting and suitable for all user groups. It is also essential that any work carried out achieves a real improvement to the route. If an unbound surfaced were installed, there is a risk that it would deteriorate quickly, suffer from poor drainage or be damaged by horses, and ultimately be no better for active travel than the current surface. On the other hand, installing a smooth bound surface along the entire route would make it less suitable for equestrians, increase conflict between users by enabling cyclists to reach high speeds and fit poorly with the rural nature of the route.

For cyclists, the Old Coach Road provides an alternative for much of the route, between the A414 and Hertingfordbury. However, between Hertingfordbury and Hertford the Cole Green Way is the only safe cycle route. This 900m section should therefore be upgraded to a bound surface, securing an all-weather cycle route between Welwyn Garden City and Hertford. By keeping the bound surface to a maximum width of 2.5m, natural verges of 0.5-1m on either side can be retained to accommodate horse riders.

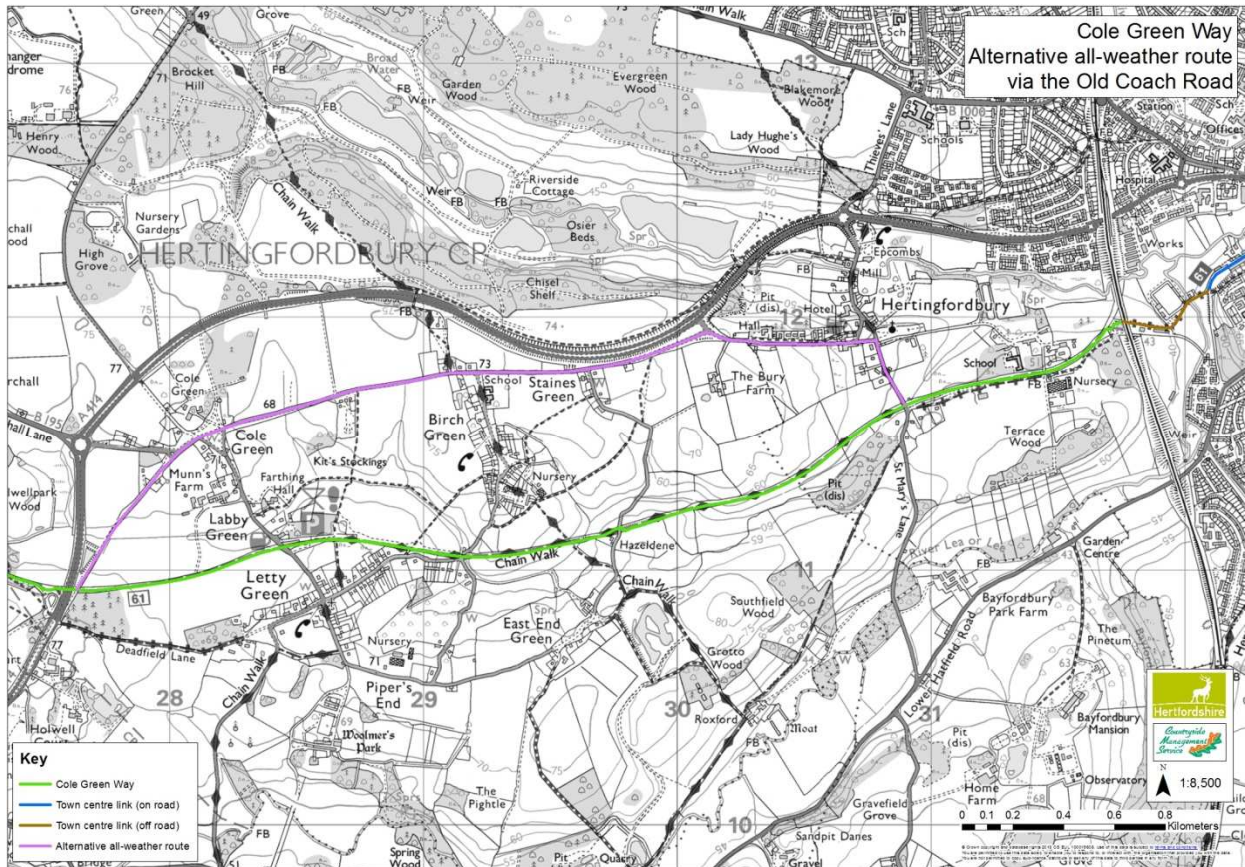


Figure 6. Alternative all-weather route from A414 to Hertingfordbury via the Old Coach Road.

The remaining 3500m of the route should also be improved, by establishing a camber and improving drainage, but a bound surface will not be installed. Here the preferred option would be a durable self-binding surface which is not susceptible to damage by horses, with a width of 2m. This combination of treatments is the best available balance between the needs of the various user groups and should maintain the rural character of the Cole Green Way. A complementary package of measures to improve the experience for cyclists along the Old Coach Road should be implemented by the County Council.

Specific surface treatments along both sections should be chosen for maximum durability, minimising long-term maintenance costs. Nevertheless, good maintenance will be essential to maximise the lifespan and functionality of the surfaces – the surface should be inspected annually and any problems addressed.

The section of the route managed by Tarmac Ltd has a relatively new tarmac surface with a width of 2m along its length. A lack of grounds maintenance here causes tall vegetation to fold over in places, reducing its functional width during the summer and making collisions between users more likely. Cutting of the verges should take place regularly along this section of the route throughout the spring, summer and autumn.



Figure 7. The section managed by Tarmac Ltd is generally more open, but its width is reduced in places by tall vegetation.

As this section of the Cole Green Way is not constrained by the width of the former railway cuttings and embankments, it would be desirable to widen the tarmac surface to the optimum of at least 3m along its full length to allow for safe and functional shared use. This will be particularly important in the context of the proposed Birchall Garden Suburb development, which is likely to increase use of this section of the route considerably.

Improvements to drainage are required along the entirety of the HCC-owned section of the route, and should be established in parallel with surfacing improvements. As the vast majority of the route is straight and flat, the new surface should generally be constructed with a minimum camber of 1:40 to ensure that it sheds water laterally. On any slopes, a cross fall of a similar gradient may be appropriate, and on bends the path should always fall from the outer edge to the inside. Where possible, the path should be constructed in a way that ensures it is higher than the immediately adjacent ground on both sides, to prevent water sitting on the path.

The main drainage structures should be French drains on both sides of the path. These are trenches filled with stones which intercept surface water flows from either side of the path and collect surface water from the path. As the Cole Green Way is largely flat, surface water cannot easily run away, but can be encouraged to percolate gradually into the ground, rather than running over or sitting on the surface. All drainage structures installed will require regular routine maintenance in order to function effectively. This routine maintenance should include an existing drain at the west end of the A414 underpass, which requires frequent clearing to minimise the risk of flooding here.

Signage on the Cole Green Way and at its access points is currently sparse and provides inconsistent and inaccurate distance measurements. Existing signage should be replaced with new cycle route signage carrying a new Cole Green Way logo, and a sign should be located on the Cole Green Way and at the start of the access route at every road junction. These signs will generally show distances to two destinations, either Welwyn Garden City or Hertford and the closest minor destination. Where appropriate, signs should also indicate destinations which can be reached from the Cole Green Way, such as the Old Coach Road and Panshanger Park. There should also be signage for public rights of way at each junction with a right of way, showing destinations and distances.



Figure 8. Inconsistent and misspelled National Cycle Network signage at the A414 and Staines Green.

It is equally important that the Cole Green Way is appropriately signed from off site, particularly at the destinations identified in 2.9.4, and that any signage that includes the Cole Green Way has the same branding. Wherever possible this should be achieved using stickers rather than by replacing signs.

The access points to the Cole Green Way require updating to ensure all are fit for purpose and provide easy and welcoming access for all users. In this and all other aspects, the route should meet the [standard set out by the Fieldfare Trust](#) to enable access to the countryside for disabled people. As noted in 3.5, the standard access furniture should be bollards, removable where necessary, to prevent vehicular access. The several low wooden steps across many of the entrances from roads should be removed and replaced with an even slope, aiming for a maximum gradient of 10%. Wherever a slope exceeds 5%, it should also include a level resting point for every 950mm of ascent. Any unnecessary access furniture should be removed, including at public footpath crossing points where there are several disused pieces of access furniture.

Access onto the Cole Green Way at the Hertford end is particularly difficult. A narrow and uneven path links the beginning of the Cole Green Way to the car park of Hertford Town Football Club. Improvements to the surface of this path should be sought in collaboration with the landowners, recognising the importance of this route for equestrians and aiming to achieve a split surface with parallel bound and unbound sections. This solution would require additional width to be dedicated to the footpath.

The car park is heavily potholed, with a smoother tarmac surface along the edge where Hertford Byway 056 runs. This smoother section is often blocked by parked cars, forcing cyclists to use the potholed section. A means of minimising parking on the byway section of the car park should be developed, such as markings painted on the byway.



Figure 9. Entrance to the Cole Green Way at Hertingfordbury and Hertford Byway 056 approaching the Cole Green Way.

Regular routine maintenance of the route is important to ensure that it feels cared for and to encourage regular use. This should include promptly removing any graffiti or fly tipping when it is reported, carrying out regular litter picking particularly around Cole Green Station and small scale vegetation management. The regular programme of vegetation cutting along the margins of the HCC-owned section of the route should continue, to keep the full width of the path and access points, as well as signage and furniture, free from encroaching vegetation throughout the year. A path corridor which is at least 4m high and extends 1m to either side of the track should be kept free of vegetation. Between Hertingfordbury and Hertford, the accumulation of organic debris on the new bound surface should be prevented by annual sweeping.

An issue with bagged dog waste has been identified at Cole Green Station. The County Council are not able to take on the cost of emptying a dog bin here. The absence of a bin is not an excuse to leave dog waste behind; it should be taken home as with any other form of litter. A small notice should be included on interpretation boards encouraging visitors to do this, like this example from Bencroft Wood.

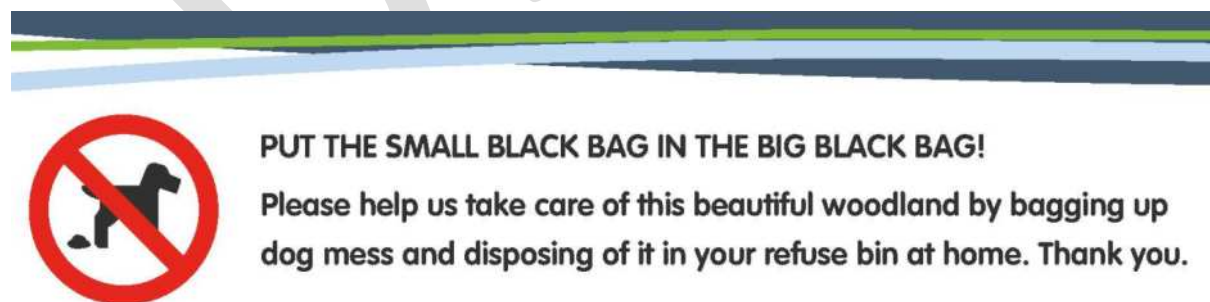
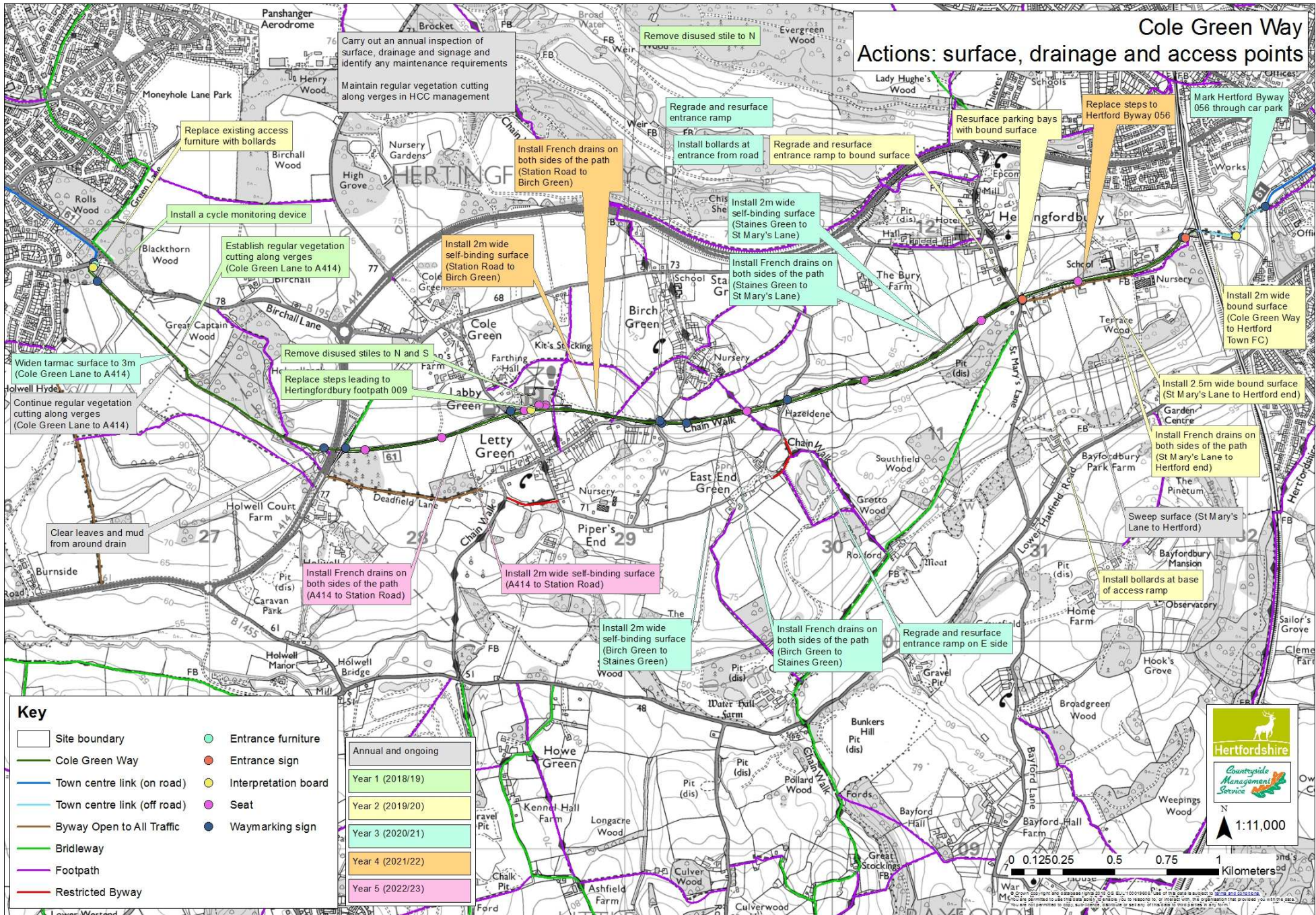


Figure 10. Extract from interpretation board at Bencroft Wood.



3.2 USER EXPERIENCE & PROMOTION

The current user experience of the Cole Green Way is of a route which is functional and attractive in places, but somewhat neglected. This feeling will be addressed to some extent by improvements to the route itself described in 3.1 and by the woodland management proposed in 3.5. The experience of users can be further enhanced by replacing furniture and upgrading interpretation.

A starting point in better promoting the Cole Green Way would be to build its identity. This could include a logo based on its railway heritage, similar to that already developed for the Alban Way. The logo would be used on all signage, both on- and off-route, to make it very clear to users when they are heading towards or following the Cole Green Way and develop a recognisable and consistent image for all sections of the route, whether managed by HCC or Tarmac Ltd. New attractive and welcoming signage should be installed at the main entrances to replace existing signage, at the Hertford end, St Mary's Lane and Cole Green Station. At the Hertford end, the entrance sign should be moved to the edge of Hertford Town FC car park, alongside the interpretation board, to greatly increase its visibility. An additional entrance sign should also be installed at Cole Green Lane.



Figure 11. Entrance sign at the Hertford end of the Cole Green Way and branded cycle route signage on the Alban Way.

The existing leaflet for the Cole Green Way should be reviewed and updated with new information on links and destinations, as well as the alternative route along the Old Coach Road. It should be distributed as widely as possible, including to standard outlets like tourist offices and libraries, as well as significant employers in Welwyn Garden City and Hertford. The leaflet and other information about the Cole Green Way should also be made widely available digitally, through sources such as the Hertfordshire County Council website and the Parks Herts website. The Cole Green Way should also be promoted in the media and through social media, particularly as the improvements associated with this plan are implemented and celebrated.

Other than the two ends, the main entry point to the Cole Green Way is Cole Green Station. This is currently a low key site, with a parking and picnic area in poor condition. Establishing it as a recreational destination in its own right, in particular through the major heritage project proposed in 3.4, would create an entirely new group of potential recreational users and help improve local awareness of the Cole Green Way as a whole.

There are wooden benches, seats and picnic tables spread widely along the route. These are generally ageing and those around Cole Green Station are in particular need of replacement. New furniture should be installed here following a consistent style, ideally as part of the heritage project described in 3.4. New furniture should also be installed along the route to provide a resting point every 300m. Existing benches and seats along the route should be replaced in the same style when they come to the end of their functional life.

The three interpretation boards are also ageing, and the version at Cole Green Station has a moving part which is broken. These should be updated with attractive new boards of a customised design, perhaps similar to those recently installed on the Alban Way. Interpretation should be retained in its current locations at each end of the route and at Cole Green Station. These boards help new visitors understand the route and particularly its historical significance.



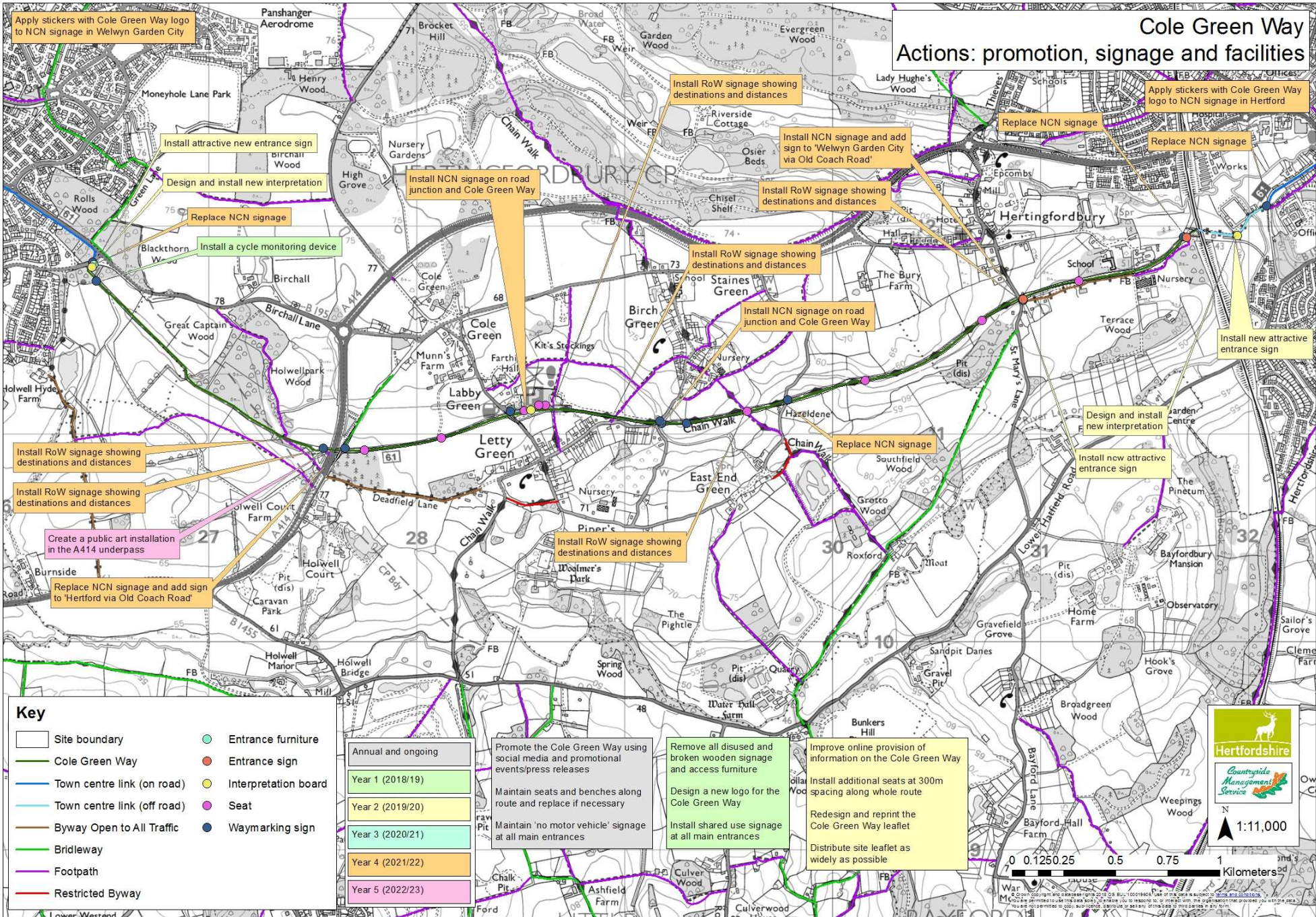
Figure 12. Interpretation boards at Cole Green Station and on the Alban Way.

The small woodland at Cole Green Station should also be better promoted. While it contains a number of informal paths, a clear circular route could be established with simple waymarking from the car park to advertise it as a publicly accessible area.

It is vital that user numbers are monitored, before the start of any work, as it takes place and in the years afterwards. This will provide valuable information on the impact both of the work itself and of additional promotion of the route, informing future investment in similar schemes.

Cole Green Way

Actions: promotion, signage and facilities



3.3 FUNDING, IMPLEMENTATION & FINANCIAL SUSTAINABILITY

The actions set out in this plan are largely subject to external funding. Securing this funding is central to achieving the goals of the plan and should therefore be a primary early focus. It is expected that the work will be carried out in sections, based on several rounds of bids to external funding sources. These sources could include:

- S106 funds currently available from developments in Welwyn Garden City and Hertford.
- Direct contributions through the S106 or Community Infrastructure Levy process from future developments in Welwyn Garden City and Hertford.
- Grant funding, for example Heritage Lottery Fund, for a heritage project focused on Cole Green Station or for access improvements.

Any investment, particularly in surfacing and drainage along the route, should include provision for future maintenance, to ensure that the County Council does not incur additional maintenance costs as a result of the work. Maintenance costs should also be taken into account when considering the most cost-effective and appropriate surface for the route.

Where feasible, the costs of vegetation management along the route should be offset by the sale of timber. This will not be sufficient to make such works cost neutral, but should reduce the total cost of the work. Pre-planning tree works in larger sections creates a more commercially viable product.

Enabling volunteers to contribute to the management of the Cole Green Way wherever possible, as described in 3.6, will reduce the cost implications of a number of the actions proposed. Tasks which are well-suited to volunteers include scrub management, hedgerow restoration, installation of signage and furniture, small-scale construction such as replacement of steps, and litter picking.

Timings set out in the action plans in section 5 are indicative and may be brought forward or set back depending on the availability of funding.

3.4 CONSERVATION & HERITAGE

After 40 years' use as an amenity space, Cole Green Station is now in need of revitalisation. Dense surrounding woodland and scrub has grown to enclose much of the site, obscuring and damaging surviving features such as the platforms and sections of iron railing. Due to its dark and shady character and visual disconnection from the adjacent road and pub, it has become a frequent spot for anti-social behaviour including fly-tipping and graffiti. Site infrastructure including signage, surfacing, height barrier, bollards and picnic tables are either redundant, poorly sited, or in dilapidated condition. This combination of negative factors, partnered with a fundamentally flawed car park design which allows cars to park hard up to the edge of the platform, has greatly reduced any sense of understanding or potential for imagination that people can expect to feel when visiting a former railway station.



Figure 13. Entrance to Cole Green Station and car park on the platform.

A project was developed in 2014 to restore the area around the station for both its heritage and its recreational value, developing it as a key destination and entry point to the route for cyclists and walkers. Initial discussions were held with the Heritage Lottery Fund, but no grant application was submitted at that time. This project should now be reconsidered, perhaps incorporating improvements to the Cole Green Way itself.

The project involved proposals to restore and improve the condition and setting of the station's northern platform in order to improve visitor experience and prevent further decline. This would include relocating the car park back from the edge of the northern platform alongside surface improvements and removal of redundant infrastructure. The platform should be cleared of vegetation and a railway ballast-filled trench created along the front of the wall to suppress further weed growth. Dense surrounding shrubs should be cut back, focusing on laurel which grows along the southern platform, and trees selectively felled to re-establish the light and open character of the former station and restore views for visitors. Iron railings lost amongst the undergrowth should be reclaimed, restored and reinstalled as boundary features and a place for visitors to lock up their bicycles. The southern platform should be left with limited management such as removal of scrub from the platform edge itself to help demonstrate reclamation by nature over time.



Figure 14. Trees growing from base of northern platform and iron railings within the scrub.

Local history groups and knowledgeable individuals could contribute to the recreation of traditional benches and station signage to be installed along the restored platform, and heritage enhancements of this kind could be used selectively along the whole of the Cole Green Way. They would also be engaged to support the development of new interpretation boards, both for the station and the remainder of the route. The existence of a good range of historic photos of the station would also allow the development of digital interpretation based

on the recreation of viewpoints using geo-referenced historic photos. The station's links to the community should also be strengthened, by restoring the visibility of links between the site and the pub. A dedicated map showing actions around Cole Green Station can be found in the action plan, section 5.

The primary conservation value of the Cole Green Way is as a wildlife corridor, and this feature of the site should be maintained and enhanced. A proactive programme of rotational woodland and vegetation management along the route would not only improve the user experience and feeling of safety, but also contribute to the development and maintenance of the secondary woodland and scrub habitats which predominate. Habitat management should include glade creation and light thinning along the wooded sections, coppicing scrub where this is the dominant habitat type, and restoring historic hedgerows where they are most prominent. By maintaining or increasing light levels along the verges, this will also help secure the floristically rich verges which prompted the designation of the Cole Green Way as a Local Wildlife Site. Another priority is to prevent encroachment of trees and scrub onto the route to maintain its functional width.

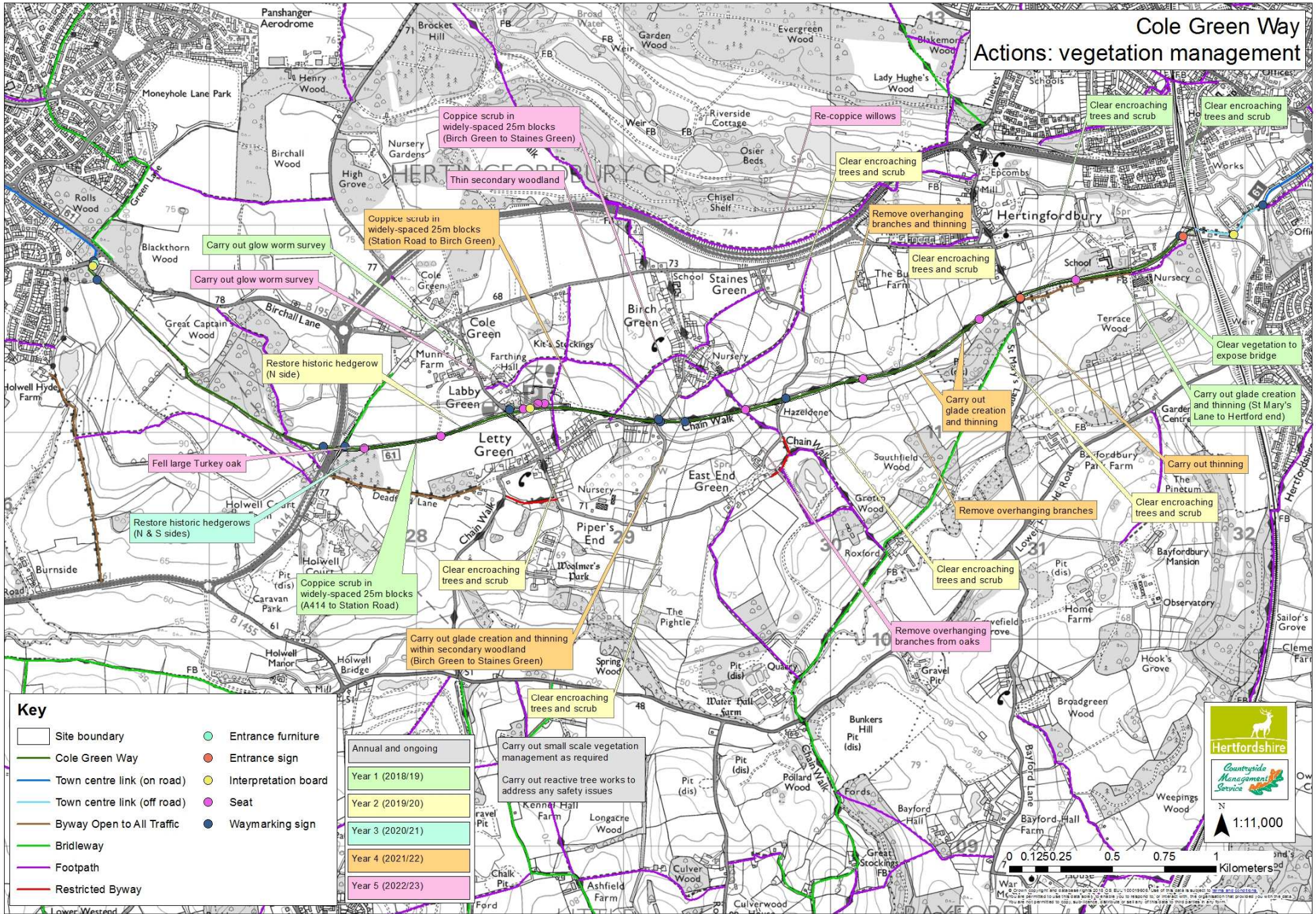
Woodland management is a higher priority at the eastern end of the route, particularly between St Mary's Lane and Hertford where the route is very dark and enclosed, and is not required any further west than Cole Green Station. In contrast, coppicing scrub in order to retain this valuable and attractive habitat and establish more open and sunny points along the route is more important towards the western end, as little scrub remains east of Staines Green.

All works carried out along the route should take into account the requirements of protected and priority species, including bats, badgers and nesting birds. The colony of glow worms around Cole Green Station is of particular interest. This should be surveyed in 2018 to establish the extent and size of the colony and ensure that it is not disturbed by subsequent work, with a follow-up survey scheduled to follow any work that does occur.

Non-native species are not especially prominent along the route. Those worthy of note and which should be removed are several patches of laurel around Cole Green Station, and a large Turkey oak close to the A414.



Cole Green Way Actions: vegetation management



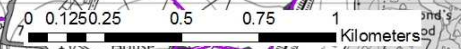
Key

Site boundary	Entrance furniture
Cole Green Way	Entrance sign
Town centre link (on road)	Interpretation board
Town centre link (off road)	Seat
Byway Open to All Traffic	Waymarking sign
Bridleway	
Footpath	
Restricted Byway	

Annual and ongoing	Carry out small scale vegetation management as required
Year 1 (2018/19)	Carry out reactive tree works to address any safety issues
Year 2 (2019/20)	
Year 3 (2020/21)	
Year 4 (2021/22)	
Year 5 (2022/23)	

Hertfordshire
Countryside Management Services

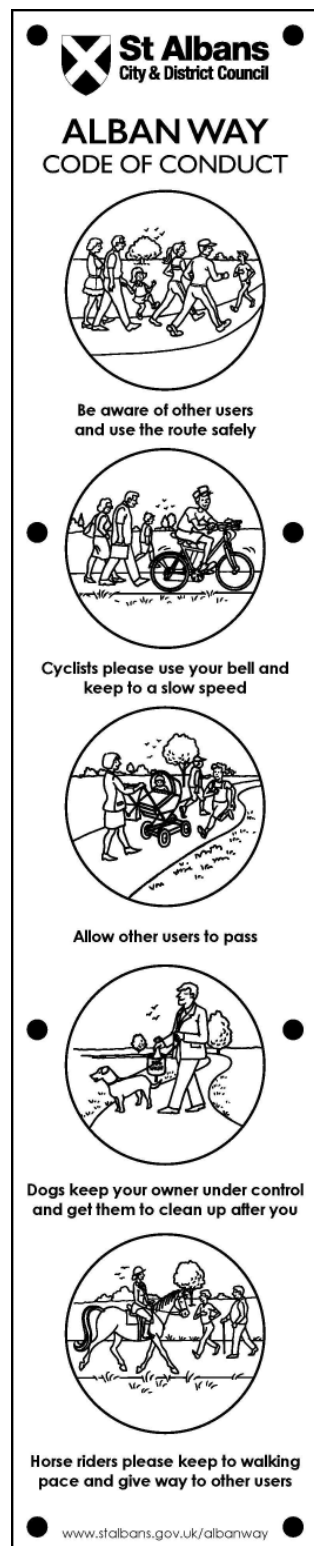
N
1:11,000



3.5 SAFETY & SECURITY

The Cole Green Way must provide a safe, high quality route for all user groups. This is best achieved by maintaining its status as an unsegregated, shared use route. This is likely to

encourage more considerate, less territorial behaviour by path users, and to reduce the speed of cyclists as they do not have priority. A code of conduct should be developed and signed at the entrances, emphasising that none of the user groups have priority, to help encourage good behaviour by all user groups. An example of a code of conduct for the Alban Way can be seen to the left. There is already some natural segregation by users, with more cyclists using the route at commuting times, and more horse riders during the middle of the day.



The width required to accommodate two-way usage of a path is based on the space needed by each user type, plus a 0.5m gap. A cyclist has a 'dynamic width' (actual width plus deviation) of around 1m, a horse and rider around 1.5m and a mobility scooter 0.85m. The optimum surfaced width along the full length of the route would therefore be 3m, with a 1m verge on either side. However, there is little flexibility in the width of the Cole Green Way and in order to maintain a minimum verge of 0.5m along the full length of the route, it will only be possible to achieve a minimum surfaced width of 2m.

Safety of cyclists and other users in their interactions with cyclists should be maintained by consideration of speed and visibility. The Cole Green Way is straight and flat, offering excellent forward visibility and the opportunity for cyclists to reach relatively high speeds. The principles of shared use on a relatively narrow surface as noted above should help maintain user safety, and it is also important that the surface offers good grip, particularly as the route will not be treated.

Access controls should be established or updated at all entrances to the Cole Green Way. The primary aim of such controls is to restrict illegitimate use while avoiding any impact on legitimate users. A single row of bollards will be retained or installed as appropriate at each entrance from the road, with a spacing of 1.5m to prevent vehicle access but allow easy access for users such as mobility scooters and horse riders. These bollards should be clearly visible in both directions. Other ageing access controls which are currently in place, in particular the low steps on ramps from several road crossings, should be removed.



Figure 15. Disused or unnecessary access controls close to Cole Green Station and at Cole Green Lane.

The Cole Green Way is not a public right of way and is not currently accessible to vehicles of any kind. Given its importance for its existing users, both active travel and recreational, whose requirements are the priority, it would not be appropriate to enable carriage drivers to access the route. The restrictions on width noted above already have safety implications, and these would only be exacerbated by allowing access to any form of vehicle.

It is very difficult to physically restrict motorbikes, which are no wider than legitimate users. These should instead continue to be discouraged by signage and reported to the police when observed. HCC does not have sufficient resources to regularly patrol the route, and relies on the communities along the route to report any kind of misuse, either to the County Council or to the police as appropriate.

Users can be given a greater feeling of security using high quality signage which provides clear information on distances to entry and exit points, giving users confidence that they would be able to leave the route in an emergency. Such signs should be placed on the main route at all entrances from roads, signposting the next exit point in each direction, as well as the main end points (Hertford and Welwyn Garden City).

A key point where some users may feel unsafe is the underpass under the A414. The perception of the underpass could be improved by using it as a space for public art, in conjunction with the potential new development to the west.

The Cole Green Way has become heavily shaded by overhanging trees, particularly where it sits within former railway cuttings, and long sections are dark and shady. This causes the route to feel enclosed, which can make users feel less safe and restrict potential views across attractive open countryside. This is especially the case in the evenings and during the winter months. However, it is a rural route, and the addition of any form of lighting would detract from its character and have detrimental effects on some of its wildlife, for example bats and glow worms. Lighting would also be expensive to install and maintain.

Carrying out vegetation and woodland management along the route will allow more light into the path and create a more welcoming environment. This work will include glade creation and thinning, to aid the development of the secondary woodland habitat, create pockets of light for users to travel between and establish occasional viewpoints along the route. It would be focused on the darker and more enclosed sections, particularly that between Hertford and Hertingfordbury.

The Cole Green Way is zoned as a medium risk area for tree safety by the County Council's Rural Estates team. Formal tree safety surveys are currently being carried out in high risk areas, and whilst these are in progress no surveys are planned for medium risk areas. A six monthly visual check of trees is carried out alongside other works, with a focus on potential deterioration in ash trees. Reactive tree works are undertaken whenever a safety issue is identified.

3.6 COMMUNITY INVOLVEMENT

Greater involvement of the local community in the management of the Cole Green Way has started through the process of developing this plan. Two stages of community engagement will enable stakeholders and local people to shape and influence the outcomes of the plan, and should help build understanding and support for its objectives.

No formal Friends Group for the Cole Green Way is planned. Local practical conservation volunteers should be engaged to work along the route where management objectives can be achieved, for example to coppice shrubs and small trees or to install signage. There is a particular interest in the local community in the heritage of Cole Green Station and the wider route, and the potential to engage knowledgeable and enthusiastic people in the development and implementation of the heritage project described in 3.4.

Local interest in the route should be further generated using Cole Green Station as a focal point, particularly if a project to restore the heritage of the station goes ahead. Such a project should include guided walks and talks both during the project and after its completion to give people the opportunity to learn about the station's history in greater depth.

While the County Council controls the majority of the route, to maximise the impact of this plan and ensure that the full length of the route is in positive management it is vital that Tarmac Ltd and other private landowners are engaged. Tarmac Ltd are supportive of the process and prepared to consider recommendations which emerge from this plan. The short off-road section at the Hertford end of the route follows public rights of way, and therefore engagement with the multiple private landowners here to implement any relevant recommendations should be agreed through the Rights of Way team in the County Council.

Works identified in the action plan below for land outside the control of the County Council are recommendations only.

4. AIMS AND OBJECTIVES

4.1 To improve and maintain the Cole Green Way, as a core component of Hertfordshire's strategic non-motorised transport network.

- 1A Improve the surface of the route to enable use throughout the year by all user groups.
- 1B Improve drainage along the route.
- 1C Provide access points which are welcoming and suitable for all users.
- 1D Install appropriate and attractive signage to, from, along and at the entrances to the route.
- 1E Establish links to the wider green infrastructure network, businesses and schools, residential areas, public transport, shops, local amenities and local green spaces.
- 1F Manage and maintain the surface, signage and drainage of the route.
- 1G Remove graffiti and fly-tipping.
- 1H Carry out regular litter picking and small scale vegetation management.
- 1I Maintain regular vegetation cutting along the margins of the route.

4.2 To increase use of the Cole Green Way for both active travel and recreation.

- 2A Develop and implement a promotional strategy to increase awareness and usage of the route.
- 2B Improve the visitor experience by providing appropriate and relevant interpretation.
- 2C Replace seats, benches and picnic tables in a consistent style.
- 2D Update the Cole Green Way leaflet and distribute it widely.
- 2E Develop appropriate branding for the Cole Green Way to build a recognisable and consistent image for all sections of the route.
- 2F Establish Cole Green Station as a recreational destination and entry point to the route.
- 2G Monitor user numbers to assess the impact of any improvements made.

4.3 To ensure financial sustainability of all management operations on site.

- 3A Ensure ongoing maintenance costs remain financially sustainable.
- 3B Support improvements to the route and reduce future revenue cost liability by securing external capital investment.
- 3C Offset vegetation management costs through production and sale of timber where feasible.

4.4 To protect and enhance the natural environment and heritage of the Cole Green Way.

- 4A Restore and celebrate the historic features associated with the former Hertford to Welwyn Garden City branch line along the route.
- 4B Undertake proactive rotational woodland and vegetation management along the route to secure the future of high quality habitats and strengthen the continuity of vegetation.
- 4C Work to enhance key habitats and secure priority species found along the route.

4.5 To ensure that users of the Cole Green Way feel safe and welcome at all times.

- 5A Ensure that the Cole Green Way provides a safe, high quality route for all user groups.
- 5B Respond proactively to any misuse of the site.
- 5C Carry out reactive tree works to address safety issues.
- 5D Plan targeted tree works to improve sight lines, establish views and increase light levels along the route.

4.6 To develop and maintain an informed, involved and enthusiastic local community.

- 6A Engage the local community as widely as possible through the GAP development process to build understanding and support for the plan, enabling them to shape and influence the outcomes.
- 6B Enable the local community to contribute to the management of the Cole Green Way in a structured and supported way and ensure all involved operate towards achievement of the objectives of the GAP.
- 6C Work with Tarmac Ltd and other private landowners to ensure that the full length of the route is in positive management.

DRAFT

5. ACTION PLANS

ANNUAL AND REGULAR ACTIONS

Action	Obj. Ref	When	Responsibility	Funding	Est. Cost	Spec. Ref	Status
Clear leaves and mud from around drain at west end of underpass	1F	Sep	HCC Rural Estates	Site maintenance budget			
Sweep the surface between St Mary's Lane and Hertford to remove organic debris	1F	Annual from Y2	HCC Highways				
Carry out an annual inspection of surface, drainage and signage and identify any maintenance requirements	1F	Annual	HCC Rural Estates	Site maintenance budget			
Remove any graffiti or fly tipping when reported	1G	Ongoing	HCC Rural Estates	Site maintenance budget			
Carry out small scale vegetation management as required	1H	Ongoing	HCC Rural Estates	Site maintenance budget			
Carry out regular litter picking around Cole Green Station	1H	Ongoing	HCC Rural Estates	Site maintenance budget			
Continue regular vegetation cutting along verges between the A414 and WGC	1I/6C	Apr-Oct from Y2	Tarmac Ltd/HCC RoW				
Maintain regular vegetation cutting along verges in HCC management	1I	Ongoing	HCC Rural Estates	Site maintenance budget			
Promote the Cole Green Way using social media and promotional events/press releases	2A	Ongoing	HCC Rural Estates/CMS	Officer time			
Maintain seats and benches along route and replace if necessary	2C	Ongoing	HCC Rural Estates	Site maintenance budget			

Seek external funding to implement GAP	3B	Ongoing	HCC Rural Estates/CMS	External			
Maintain 'no motor vehicle' signage at all main entrances	5A	Ongoing	HCC Rural Estates	Site maintenance budget			
Carry out reactive tree works to address any safety issues	5C	Ongoing	HCC Rural Estates	Site maintenance budget			
Engage volunteers where appropriate in practical conservation and heritage projects	6B	Ongoing	HCC Rural Estates/CMS	Volunteers			

DRAFT

YEAR 1 (2018-19)

Action	Obj. Ref	When	Responsibility	Funding	Est. Cost	Spec. Ref	Status
At Hertingfordbury footpath 007, remove disused stile to N of route	1C	Apr-Sep	HCC RoW/CMS	RoW budget			
At Hertingfordbury footpath 009, remove disused stiles to N and S of route	1C	Apr-Sep	HCC RoW/CMS	RoW budget			
Replace steps leading to Hertingfordbury footpath 009	1C	Apr-Sep	HCC RoW/CMS	RoW budget			
Remove all disused and broken wooden signage and access furniture	1D	Apr-Sep	HCC Rural Estates/CMS	Volunteers			
Establish regular vegetation cutting along verges between the A414 and WGC	1I/6C	Apr	Tarmac Ltd/HCC RoW				
Design a new logo for the Cole Green Way	2E	Apr-Sep	HCC Rural Estates/CMS	External			
Clear circular path around Cole Green Station wood	2F	Oct-Feb	HCC Rural Estates/CMS	Volunteers			
Install a cycle monitoring device	2G	Apr	HCC Highways/Tarmac Ltd				
Clear vegetation to expose disused bridge W of St Mary's Lane	4A/4B	Oct-Feb	HCC Rural Estates/CMS	External			
Coppice scrub in widely-spaced 25m blocks between A414 and Station Road	4B	Annual, Oct-Feb	HCC Rural Estates/CMS	Volunteers			
Carry out glade creation and thinning within secondary woodland between St Mary's Lane and Hertford	4B/5D	Oct-Feb	HCC Rural Estates/CMS	External			
Clear encroaching trees and scrub (points between St Mary's Lane and Hertford)	4B	Oct-Feb	HCC Rural Estates/CMS	External			
Carry out glow worm survey	4C	Jul	CMS/volunteers	Officer time/			
Install shared use signage at all main entrances	5A	Apr-Sep	HCC Rural Estates/CMS	External			

YEAR 2 (2019-20)

Action	Obj. Ref	When	Responsibility	Funding	Est. Cost	Spec. Ref	Status
Install a new 2.5m wide bound surface between St Mary's Lane and Hertford	1A	Apr-Sep	HCC Rural Estates/CMS	External			
Install a new 2m wide bound surface between the Cole Green Way and Hertford Town FC	1A/6C	Apr-Sep	Private landowners/ HCC Rural Estates/ HCC RoW	External			
Install French drains on both sides of the path between St Mary's Lane and Hertford	1B	Apr-Sep	HCC Rural Estates/CMS	External			
At Cole Green Lane, replace all existing access furniture with bollards	1C/5A/ 6C	Apr-Sep	Tarmac Ltd/CMS	External			
At Cole Green Lane, install a new attractive entrance sign	1C	Apr-Sep	Tarmac Ltd/CMS	External			
At Station Road, install a new attractive entrance sign next to the road	1C/4A	Apr-Sep	HCC Rural Estates/CMS	External			
At Station Road, replace the height barrier at the entrance to the car park	1C/4A	Apr-Sep	HCC Rural Estates/CMS	External			
At St Mary's Lane, install a new attractive entrance sign next to the road	1C	Apr-Sep	HCC Rural Estates/CMS	External			
At St Mary's Lane, resurface and regrade entrance ramp to bound surface	1C	Apr-Sep	HCC Rural Estates/CMS	External			
At St Mary's Lane, resurface parking bays to bound surface	1C	Apr-Sep	HCC Rural Estates/CMS	External			
At St Mary's Lane, install bollards at base of access ramp	1C/5A	Apr-Sep	HCC Rural Estates/CMS	External			
At Hertford Town FC, install a new attractive entrance sign	1C	Apr-Sep	Private landowners/CMS	External			
Improve online provision of information on the Cole Green Way	2A	Apr-Sep	HCC Rural Estates/CMS	Officer time			
Design and install new interpretation at Cole Green Lane	2B	Apr-Sep	Tarmac Ltd/CMS	External			

Design and install new interpretation at Cole Green Station	2B/4A	Apr-Sep	HCC Rural Estates/CMS	External			
Design and install new interpretation at Hertford Town FC	2B	Apr-Sep	Private landowners/CMS	External			
Install additional seats at 300m spacing along whole route	2C	Oct-Feb	HCC Rural Estates/CMS	External			
Redesign and reprint the Cole Green Way leaflet	2D	Apr-Sep	HCC Rural Estates/CMS	External			
Distribute site leaflet as widely as possible	2D	Oct-Mar	HCC Rural Estates/CMS	Officer time			
Install waymarking around Cole Green Station wood	2F	Apr-Sep	HCC Rural Estates/CMS	External			
Move car park back from edge of platform at Cole Green Station	4A	Apr-Sep	HCC Rural Estates/CMS	External			
Remove redundant infrastructure from around platform, car park and picnic area	4A	Apr-Sep	HCC Rural Estates/CMS	External			
Clear vegetation along northern platform	4A	Oct-Feb	HCC Rural Estates/CMS	External			
Create railway ballast-filled trench along base of northern platform	4A	Oct-Feb	HCC Rural Estates/CMS	External			
Restore platform brickwork	4A	Oct-Feb	HCC Rural Estates/CMS	External			
Clear laurel from southern platform and scrub from platform edge	4A	Oct-Feb	HCC Rural Estates/CMS	External			
Selectively fell trees through station to restore open character and improve views	4A	Oct-Feb	HCC Rural Estates/CMS	External			
Reclaim, restore and reinstall iron railings	4A	Oct-Feb	HCC Rural Estates/CMS	External			
Install traditional railway-style benches and signage along the platform to replace existing furniture	4A/2C	Oct-Feb	HCC Rural Estates/CMS	External			
Install signage linking Cole Green Station and	4A	Apr-Sep	HCC Rural	External			

the Cowper Arms			Estates/CMS				
Restore historic hedgerow W of Cole Green Station	4B	Oct-Feb	HCC Rural Estates/CMS	Volunteers			
Clear encroaching trees and scrub (points between Station Road and Staines Green)	4B	Oct-Feb	HCC Rural Estates/CMS	External			
Clear encroaching trees and scrub (points between Staines Green and St Mary's Lane)	4B	Oct-Feb	HCC Rural Estates/CMS	External			

DRAFT

YEAR 3 (2020-21)

Action	Obj. Ref	When	Responsibility	Funding	Est. Cost	Spec. Ref	Status
Widen the tarmac surface between WGC and the A414 from 2m to 3m	1A/6C	Apr-Sep	Tarmac Ltd				
Install a new 2m wide self-binding surface between Birch Green and Staines Green	1A	Apr-Sep	HCC Rural Estates/CMS	External			
Install a new 2m wide self-binding surface between Staines Green and St Mary's Lane	1A	Apr-Sep	HCC Rural Estates/CMS	External			
Install French drains on both sides of the path between Birch Green and Staines Green	1B	Apr-Sep	HCC Rural Estates/CMS	External			
Install French drains on both sides of the path between Staines Green and St Mary's Lane	1B	Apr-Sep	HCC Rural Estates/CMS	External			
At Staines Green (E side), resurface and regrade entrance ramp to smooth surface	1C	Apr-Sep	HCC Rural Estates/CMS	External			
At Birch Green, resurface and regrade entrance ramp to smooth surface	1C	Apr-Sep	HCC Rural Estates/CMS	External			
At Birch Green, install bollards at entrance from road	1C/5A	Apr-Sep	HCC Rural Estates/CMS	External			
Paint markings to indicate Hertford byway 056 through Hertford Town FC car park	1C/6C	Apr-Sep	Private landowners /HCC RoW	External			
Restore historic hedgerows E of A414	4B	Oct-Feb	HCC Rural Estates/CMS	Volunteers			

YEAR 4 (2021-22)

Action	Obj. Ref	When	Responsibility	Funding	Est. Cost	Spec. Ref	Status
Install a new 2m wide self-binding surface between Station Road and Birch Green	1A	Apr-Sep	HCC Rural Estates/CMS	External			
Install French drains on both sides of the path between Station Road and Birch Green	1B	Apr-Sep	HCC Rural Estates/CMS	External			
Replace steps leading to Hertford byway 056	1C	Apr-Sep	HCC Rural Estates/CMS	Volunteers			
Replace NCN signage at Cole Green Lane	1D/5A	Apr-Sep	Tarmac Ltd/CMS	External			
Install RoW signage with destination and distance at Hertingfordbury footpath 014	1D/5A	Apr-Sep	HCC RoW/CMS	External			
Install RoW signage with destination and distance at Hertingfordbury footpath 028	1D/5A	Apr-Sep	HCC RoW/CMS	External			
Apply stickers with Cole Green Way logo to off-site NCN signage in WGC	1D	Apr-Sep	CMS	External			
Replace NCN signage at Hertingfordbury bridleway 027 and add sign to 'Hertford via Old Coach Road'	1D/5A	Apr-Sep	HCC Rural Estates/CMS	External			
Install RoW signage with destination and distance at Hertingfordbury footpath 007	1D/5A	Apr-Sep	HCC RoW/CMS	External			
Install NCN signage at Birch Green on road junction and Cole Green Way	1D/5A	Apr-Sep	HCC Rural Estates/CMS	External			
Install RoW signage with destination and distance at Hertingfordbury footpath 004	1D/5A	Apr-Sep	HCC RoW/CMS	External			
Install NCN signage at Station Road on road junction and Cole Green Way	1D/5A	Apr-Sep	HCC Rural Estates/CMS	External			
Install RoW signage with destination and distance at Hertingfordbury footpath 009	1D/5A	Apr-Sep	HCC RoW/CMS	External			
Replace NCN signage at Staines Green	1D/5A	Apr-Sep	HCC Rural Estates/CMS	External			

Install NCN signage at St Mary's Lane and add sign to 'Welwyn Garden City via Old Coach Road'	1D/5A	Apr-Sep	HCC Rural Estates/CMS	External			
Install RoW signage with destination and distance at St Mary's Lane	1D/5A	Apr-Sep	HCC RoW/CMS	External			
Replace NCN signage at Hertford footpath 055	1D/5A	Apr-Sep	HCC Rural Estates/CMS	External			
Replace NCN signage at West Street	1D/5A	Apr-Sep	HCC Rural Estates/CMS	External			
Apply stickers with Cole Green Way logo to off-site NCN signage in Hertford	1D	Apr-Sep	CMS	External			
Carry out glade creation and thinning within secondary woodland between Birch Green and Staines Green	4B/5D	Oct-Feb	HCC Rural Estates/CMS	External			
Coppice scrub in widely-spaced 25m blocks between Station Road and Birch Green	4B	Oct-Feb	HCC Rural Estates/CMS	Volunteers			
Carry out glade creation, thinning and removal of overhanging branches at points between Staines Green and St Mary's Lane	4B/5D	Oct-Feb	HCC Rural Estates/CMS	External			

YEAR 5 (2022-23)

Action	Obj. Ref	When	Responsibility	Funding	Est. Cost	Spec. Ref	Status
Install a new 2m wide self-binding surface between the A414 and Station Road	1A	Apr-Sep	HCC Rural Estates/CMS	External			
Install French drains on both sides of the path between the A414 and Station Road	1B	Apr-Sep	HCC Rural Estates/CMS	External			
Thin secondary woodland W of Birch Green	4B/5D	Oct-Feb	HCC Rural Estates/CMS	External			
Re-coppice willows E of Birch Green	4B	Oct-Feb	HCC Rural Estates/CMS	External			
Remove overhanging branches from oaks W of Staines Green	4B	Oct-Feb	HCC Rural Estates/CMS	External			
Coppice scrub in widely-spaced 25m blocks between Birch Green and Staines Green	4B	Oct-Feb	HCC Rural Estates/CMS	Volunteers			
Fell Turkey oak close to A414	4B	Oct-Feb	HCC Rural Estates/CMS	External			
Carry out glow worm survey	4C	Jul	CMS/volunteers	Officer time/volunteers			
Create a public art installation in the A414 underpass	5A	Apr-Sep	HCC Rural Estates/CMS/Tarmac Ltd	External			

6. SPECIFICATIONS

To follow in final GAP.

DRAFT

**REPORT TO A MEETING OF THE DEVELOPMENT AND LEISURE COMMITTEE –
26 FEBRUARY 2018**

AGENDA ITEM 17 – DISTRICT PLAN MODIFICATIONS CONSULTATION

1. PURPOSE OF THE REPORT

The Consultation refers to changes made either by the District Council or the Inspector following the Examination in Public hearings. The Modifications take into consideration any local changes, comments by the Inspector and matters arising from the Examination in Public. Any comments made in response to the Consultation will be forwarded directly to the Inspector for consideration. The Chapter relating directly to Hertford is attached, with the amendments shown in red.

2. MAIN MODIFICATIONS AFFECTING HERTFORD – CHAPTER 7

Development of Masterplans

Design: Collaboratively prepared Masterplans for development in Hertford will form an important part of delivery of the site allocations. These masterplans will provide a strong framework for the development, which will also embody the use of design codes. This will ensure the highest quality design and layout of each area and provide a comprehensive approach to the whole development, whilst reflecting different character areas across the sites.

All areas for development will have Masterplans which will be collaboratively prepared involving promoters, landowners, East Herts Council, Hertfordshire County Council, Hertford Town Council and other key stakeholders. This document will further be informed by public participation in the process.

Transport

In the section under Transport for Hertford, the following line has been added:

Mitigating measures will help ameliorate congestion, particularly on the A414, where a bypass of the town and reassignment of one existing carriageway lane in each direction would enable prioritisation of sustainable transport modes and the ability for Hertford to become a Sustainable Travel Town.

In the Chapter relating to Delivery and Monitoring, the following has been added:

Where monitoring undertaken through the IDP (Infrastructure Delivery Plan) demonstrates that any key infrastructure schemes including for example a bypass for Hertford would not be delivered in a timely manner, this will trigger the need for consideration of alternative infrastructure provision to facilitate delivery of development, or a review or partial review of the District Plan.

Development in Hertford

In the section covering Development in Hertford the words '*At least*' have been added to the numbers of homes previously mentioned on each development

site, and the words 'A *minimum of* 950 new homes in Hertford. These words have been added throughout the Plan for all areas in the District.

Two further new sentences are as follows:

Retail floor space will be delivered primarily within the Town Centre

And

3000sq m of B1 employment floorspace or other employment generating uses that would be compatible with the uses on the neighbouring land will be delivered in the Mead Lane area.

Mead Lane Area

Provision of appropriate mitigation measures on boundaries shared with existing employment uses within the overall Employment Area that should both ensure a good quality living environment for new residents and prevent existing or potential uses with the Employment Area being jeopardised.

Access arrangements – within the access arrangements paragraph, the following sentence has been added: a segregated emergency access at Mill Road between Railway Street and Claud Hamilton Way; improvements to the Rowley's Road/Mead Lane level crossing for pedestrians and cyclists.

In the event that land ownership issues preclude this arrangement, provision should be made within the site for suitable access and turning arrangements to facilitate bus penetration to the north east part of the site.

Development will protect or, where appropriate, enhance heritage assets and their settings, including the Grade II listed Hertford East Station and Signal Box, through appropriate mitigation matters.

3. MODIFICATIONS DISTRICT WIDE

There are 25 chapters within the District Plan and the modifications to these can be read at:

http://consult.eastherts.gov.uk/portal/main_modification_consultation_2018/main_modifications?pointId=s15161118359441

There are also two hard copies of the full document available in the office.

Report by: Tricia Carpenter – Civic Administration Manager



East Herts District Plan

Main Modifications Consultation

February 15 - March 29 2018

www.eastherts.gov.uk/mainmodifications

Ref No.	Policy/Para	District Plan Page	Proposed Main Modification	Reason for Change
			Business Park has been allocated as an extension to the existing Employment Area.	

Chapter 7: Hertford


Ref No.	Policy/Para	District Plan Page	Proposed Main Modification	Reason for Change
Chapter 7: Hertford				
MM/7/01	New paragraph 7.1.8		<u>7.1.8 Design: collaboratively prepared Masterplans for development in Hertford (at sites HERT2, HERT3, HERT4 and HERT5) will form an important part of the delivery of the site allocations. These Masterplans will provide a strong framework for the development, which will also embody the use of design codes. This will ensure the highest quality design and layout of each area and provide a comprehensive approach to the whole development, whilst reflecting different character areas across the sites. The Masterplans will accord with the provisions of Policy DES1 (Masterplanning).</u>	Modification in response to issue raised by Inspector at Part 2 Hearing Sessions regarding clarity around Masterplanning.
MM/7/02	7.1.9 (renumbered 7.1.10-MC/07/02)	83	7.1.10 Transport: the provision of enhanced bus services to support travel to and from new urban extensions to the town will provide links with the two existing railway stations and the central bus station. New development will support improved sustainable travel and will aid delivery of initiatives contained in Hertfordshire's Local Transport Plan 4/Hertfordshire 2050 Transport Vision , and daughter documents, particularly those schemes detailed in the Hertford and Ware Urban Transport Plan (or in subsequent HCC transport policy documents). Mitigating measures will help ameliorate congestion, particularly on the A414, <u>where a bypass of the town and reassignment of one existing carriageway lane in each direction would enable</u>	Modification in response to issue raised by HCC - Transport (782964) and to provide updated text regarding the current position in respect of the Local Transport Plan process.

Ref No.	Policy/Para	District Plan Page	Proposed Main Modification	Reason for Change
			<u>prioritisation of sustainable transport modes and the ability for Hertford to become a Sustainable Travel Town.</u>	
MM/7/03	Policy HERT1 Development in Hertford	84/85	<p>I. In accordance with Policy DPS3 (Housing Supply 2011-2033), Hertford will accommodate approximately <u>a minimum of</u> 950 new homes, which will include:</p> <ul style="list-style-type: none"> a) <u>at least</u> 200 homes as part of mixed use development in the Mead Lane area, as set out in Policy HERT2 (Mead Lane Area); b) <u>at least</u> 550 homes to the west of the town, in accordance with as set out in Policy HERT3 (West of Hertford); c) <u>at least</u> 150 homes to the west of B158 Wadesmill Road, as set out in Policy HERT4 (North of Hertford); d) <u>at least</u> 50 homes to the west of Mangrove Road, in accordance with as set out in Policy HERT5 (South of Hertford); and, e) a proportion of the overall windfall allowance for the District. <p><u>II. Retail floorspace will be delivered primarily within the town centre.</u></p> <p><u>III. 3,000sqm of B1 employment floorspace, or other employment generating uses that would be compatible with the uses on neighbouring land, will be delivered in the Mead Lane Area (HERT2).</u></p>	Modification in response to issue raised by Inspector at Part 1 Hearing Sessions.
MM/7/04	7.2.5	85	In order to meet the District's short term housing requirement and to provide for the housing needs of Hertford, development of <u>at least</u> 200 dwellings in the Mead Lane area is proposed as part of mixed-use	Modification in response to issue raised by Inspector at Part 1

Ref No.	Policy/Para	District Plan Page	Proposed Main Modification	Reason for Change
			development.	Hearing Sessions.
MM/7/05	Policy HERT2 Mead Lane Area	86-87	<p>I. Land in the Mead Lane Area, to the east of Marshgate Drive, is allocated to provide approximately <u>at least</u> 200 homes by 2027, as part of mixed-use development.</p> <p><u>II. A Masterplan will be collaboratively prepared, involving site promoters, landowners, East Herts Council, Hertfordshire County Council, Hertford Town Council, and other key stakeholders. This document will further be informed by public participation in the process.</u></p> <p>III. Subject to, and in accordance with, the provisions of the Mead Lane Urban Design Framework, December 2014, the development is expected to address the following provisions and issues:</p> <p>(a) a range of dwelling type and mix, in accordance with the provisions of Policy HOU1 (Type and Mix of Housing);</p> <p>(b) Affordable Housing in accordance with Policy HOU3 (Affordable Housing);</p> <p>(c) delivery of 3,000sqm B1 employment floorspace, <u>or other employment generating uses that would be compatible with the uses on neighbouring land</u>, which will provide appropriate opportunities to promote self-containment and sustainability and should also act as <u>to assist in providing</u> a buffer between existing employment uses and new residential provision;</p>	<p>Modifications in response to:</p> <p>Issue raised by Inspector at Part 1 Hearing Sessions;</p> <p>Issue raised by Inspector at Part 2 Hearing Sessions regarding clarity around Masterplanning;</p> <p>In response to St William Homes (1029070) and to provide flexibility in the provision of employment opportunities within the development;</p> <p>In response to St William Homes (1029070) and to provide clarity around protecting employment uses on the designated Employment Site;</p> <p>To provide clarity over</p>

Ref No.	Policy/Para	District Plan Page	Proposed Main Modification	Reason for Change
			<p><u>(d) provision of appropriate mitigation measures on boundaries shared with existing employment uses within the overall Employment Area that should both ensure a good quality living environment for new residents and prevent existing or potential uses within the Employment Area being jeopardised;</u></p> <p>(e) quality local green infrastructure throughout the site including maximising opportunities for linking into and improving existing assets and enhancing biodiversity, especially along the river corridor;</p> <p>(f) necessary new utilities, including, inter alia: integrated communications infrastructure to facilitate home working;</p> <p>(g) sustainable drainage and provision for flood mitigation;</p> <p>(h) access arrangements and appropriate local (with contributions towards wider, strategic,) highways mitigation measures, which, inter alia, should include: <u>a segregated emergency access at Mill Road between Railway Street and Claud Hamilton Way; improvements to the Rowley's Road/Mead Lane level crossing for pedestrians and cyclists; and</u> a link between Marshgate Drive and the existing spur road to the east of the site to facilitate pedestrian and cycle access, and which should also complete the circulatory route to allow for the extension of bus routes into the area;. <u>In the event that land ownership issues preclude this arrangement, provision should be made within the site for suitable access and turning arrangements to facilitate bus penetration to the north east part of the site;</u></p>	<p>specific transport requirements in relation to development and to add clarity in respect of bus provision in the event that agreement cannot be reached with adjacent landowners;</p> <p>and</p> <p>In response to issue raised by Historic England (1049766) and to reflect the agreed Statement of Common Ground;</p>

Ref No.	Policy/Para	District Plan Page	Proposed Main Modification	Reason for Change
			<p>(i) the widening of Marshgate Drive to allow for improved vehicular and pedestrian access and car parking/car share scheme to be delivered within a Green Streets approach;</p> <p>(j) encouragement of sustainable transport measures, both through improvements to the existing walking and cycling networks in the locality and through new provision, which should include, inter alia, a 3m pedestrian/cycleway to the south side of Mead Lane in addition to improvements to the towpath and links with the adjoining area and the town centre (in particular addressing links to Hartham Common and Kings Meads) and enhanced passenger transport services;</p> <p>(k) remediation of land contamination resulting from former uses;</p> <p>(l) public open space/s within the site, including the provision of a play area and opportunities for public art interventions and space for wildlife;</p> <p>(m) landscaping and planting, both within the site and peripheral, which responds to the existing landscape and complements development, as appropriate;</p> <p><u>(n) development will protect or, where appropriate, enhance heritage assets and their settings, including the Grade II listed Hertford East Station and Signal Box, through appropriate mitigation measures;</u></p> <p>(o) the delivery of all other necessary on-site and appropriate off-</p>	

Ref No.	Policy/Para	District Plan Page	Proposed Main Modification	Reason for Change
			<p>site infrastructure;</p> <p>(p) other policy provisions of the District Plan and relevant matters, as appropriate.</p>	
MM/7/06	7.2.7	87	<p>In order to meet the District's short term housing requirement and to provide for the housing needs of the town, development of approximately at least 550 homes is proposed on land to the west of Hertford.</p>	<p>Modification in response to issue raised by Inspector at Part 1 Hearing Sessions.</p>
MM/7/07	<p>Figure 7.3 Site Location: Land West of Hertford (North of Welwyn Road)</p>	88	<p>Revision of site boundary to extend area.</p> <p>Original Site Location Plan to be deleted and replaced with an updated Site Location Plan.</p> <p>New Site Location Plan to be inserted:</p> 	<p>Council modification of boundary to increase site allocation area by approximately 0.66 ha (to be removed from the Green Belt) to North of Welwyn Road to: facilitate sustainable transport opportunities (that would result from provision of linkages through to the existing Sele Farm developed area); allow for the accommodation of an infiltration basin; and, provide a more robust Green Belt boundary in line with existing distinguishable features.</p>

Ref No.	Policy/Para	District Plan Page	Proposed Main Modification	Reason for Change
MM/7/08	Policy HERT3 West of Hertford	89-92	<p>I. Land to the west of Hertford is allocated as a residential site, to accommodate <u>a minimum of</u> 550 homes by 2022, with <u>at least</u> 300 homes being provided to the north of Welwyn Road and <u>at least</u> 250 homes south of Welwyn Road/west of Thieves Lane.</p> <p><u>II. A Masterplan will be collaboratively prepared, involving site promoters, landowners, East Herts Council, Hertfordshire County Council, Hertford Town Council, and other key stakeholders. This document will further be informed by public participation in the process.</u></p> <p>III. The development of <u>at least</u> 300 dwellings to the north of Welwyn Road is expected to address the following provisions and issues:</p> <ul style="list-style-type: none"> (a) a range of dwelling type and mix, in accordance with the provisions of Policy HOU1 (Type and Mix of Housing); (b) Affordable Housing in accordance with Policy HOU3 (Affordable Housing); (c) Self-Build and Custom Build Housing in accordance with Policy HOU8 (Self-Build and Custom Build Housing); (d) demonstration of the extent of the mineral that may be present and the likelihood of prior extraction in an environmentally acceptable way has been fully considered. As a minimum, an assessment of the depth and quality of mineral, together with an appraisal of the consequential viability for prior extraction without prejudicing the delivery of housing within the plan 	<p>Modifications in response to:</p> <p>Issue raised by Inspector at Part 1 Hearing Sessions;</p> <p>and,</p> <p>Issue raised by Inspector at Part 2 Hearing Sessions regarding clarity around Masterplanning.</p>

Ref No.	Policy/Para	District Plan Page	Proposed Main Modification	Reason for Change
			<p>period should be provided;</p> <p>(e) necessary new utilities, including, inter alia: integrated communications infrastructure to facilitate home working, and necessary upgrades to the sewerage system;</p> <p>(f) sustainable drainage and provision for flood mitigation;</p> <p>(g) access arrangements and appropriate local (with contributions towards wider, strategic) highways mitigation measures;</p> <p>(h) encouragement of sustainable transport measures, both through improvements to the existing walking, cycling and bridleway networks in the locality and through new provision, which should also provide links with the adjoining area and the town centre (which should include, inter alia, the improvement of pedestrian and cycle access to Perrett Gardens and links from the Sele Farm estate to public footpaths and bridleways in the locality); shared use cycle/pedestrian way alongside Welwyn Road; enhanced passenger transport services (including, inter alia, improved service provision and the provision of new bus stops and shelters on B1000 Welwyn Road);</p> <p>(i) protection of public rights of way and other public access routes running through or on the boundaries of the site;</p> <p>(j) landscaping and planting, both within the site and peripheral, which responds to the existing landscape and complements development, as appropriate, including the provision of a</p>	

Ref No.	Policy/Para	District Plan Page	Proposed Main Modification	Reason for Change
			<p>suitable buffer between the development and existing woodland areas;</p> <p>(k) public open spaces across the site, including the provision of play areas and opportunities for outdoor health and fitness activities, as well as space for wildlife;</p> <p>(l) quality local green infrastructure through the site including opportunities for preserving and enhancing on-site assets, maximising opportunities to link into existing assets and enhance biodiversity including the protection of Local Wildlife Site 59/077; Archers Spring; and other woodland and wildlife interests in the area, including a suitable buffer between woodland and development;</p> <p>(m) taking into account the contents of the 'Panshanger Park and its environs Heritage Impact Assessment, July 2016' and including measures to ensure that any impact on views affecting the Panshanger Country Park and Goldings are successfully mitigated;</p> <p>(n) contributions towards the Panshanger Country Park;</p> <p>(o) social infrastructure including contributions towards education, health services and other community facilities;</p> <p>(p) the delivery of all other necessary on-site and appropriate off-site infrastructure; and</p>	

Ref No.	Policy/Para	District Plan Page	Proposed Main Modification	Reason for Change
			<p>(q) other policy provisions of the District Plan and relevant matters, as appropriate.</p> <p>IV. The development of <u>at least</u> 250 homes to the south of Welwyn Road/west of Thieves Lane is expected to address the following provisions and issues:</p> <p>(a) a range of dwelling type and mix, in accordance with the provisions of Policy HOU1 (Type and Mix of Housing);</p> <p>(b) Affordable Housing in accordance with Policy HOU3 (Affordable Housing);</p> <p>(c) Self-Build and Custom Build Housing in accordance with Policy HOU8 (Self-Build and Custom Build Housing);</p> <p>(d) demonstration of the extent of the mineral that may be present and the likelihood of prior extraction in an environmentally acceptable way has been fully considered. As a minimum, an assessment of the depth and quality of mineral, together with an appraisal of the consequential viability for prior extraction without prejudicing the delivery of housing within the plan period should be provided;</p> <p>(e) necessary new utilities infrastructure including, inter alia: integrated communications infrastructure to facilitate home working, and necessary upgrades to the sewerage system;</p> <p>(f) sustainable drainage and provision for flood mitigation;</p>	

Ref No.	Policy/Para	District Plan Page	Proposed Main Modification	Reason for Change
			<p>(g) access arrangements and appropriate local (with contributions towards wider, strategic) highways mitigation measures;</p> <p>(h) encouragement of sustainable transport measures, both through improvements to the existing walking, cycling and bridleway networks in the locality and through new provision, which should also provide links with the adjoining area and the town centre; shared use cycle/pedestrian way alongside Welwyn Road; enhanced passenger transport services (including, inter alia, improved service provision and the provision of new bus stops and shelters on B1000 Welwyn Road);</p> <p>(i) protection of all public rights of way and other public access routes running through or on the boundaries of the site;</p> <p>(j) landscaping and planting, both within the site and peripheral, which responds to the existing landscape and complements development, as appropriate, including, inter alia, the provision of a suitable buffer between the development and the existing woodland;</p> <p>(k) taking into account the contents of the 'Panshanger Park and its environs Heritage Impact Assessment, July 2016' and including measures to ensure that development respects the relationship with this sensitive location. Such measures should include, inter alia, the creation of gateway landscaping to the south of the site, which protects key views into and from within the</p>	

Ref No.	Policy/Para	District Plan Page	Proposed Main Modification	Reason for Change
			<p>Panshanger Country Park and ensures that the development is successfully mitigated;</p> <p>(l) contributions towards the Panshanger Country Park;</p> <p>(m) public open spaces across the site, including the provision of play areas and opportunities for outdoor health and fitness activities, as well as space for wildlife;</p> <p>(n) quality local green infrastructure through the site including opportunities for preserving and enhancing on-site assets, maximising opportunities to link into existing assets and enhance biodiversity including the protection of Local Wildlife Site 58/025; Ancient and other woodland and wildlife interests in the area, including a suitable buffer between woodland and development;</p> <p>(o) the delivery of all other necessary on-site and appropriate off-site infrastructure; and</p> <p>(p) other policy provisions of the District Plan and relevant matters, as appropriate.</p>	
MM/7/09	7.2.9	92	In order to meet the District's short and medium term housing requirement and to provide for the housing needs of the town, a development of up to at least 150 new homes is proposed to the North of Hertford.	Modification in response to issue raised by Inspector at Part 1 Hearing Sessions.
MM/7/10	7.2.10	92	As the phasing of development will need to ensure that underlying mineral deposits in the locality can be satisfactorily extracted and that	HCC - Minerals (782964) request so that focus is

Ref No.	Policy/Para	District Plan Page	Proposed Main Modification	Reason for Change
			<p>such resource is not sterilised, 50 dwellings will be provided by 2022 on the Bengoe Nursery site, with a further 100 dwellings provided by 2027, subject to the prior completion of minerals extraction on the adjoining site, where this would impact on the ability of the development to be delivered.</p>	<p>solely related to the sterilisation of potential mineral reserves within HERT4.</p>
MM/7/11	Policy HERT4 North of Hertford	93-94	<p>I. Land to the north of Hertford is allocated as a residential development site to accommodate a minimum of 150 homes, with at least 50 dwellings being provided to the north of Sacombe Road by 2022; and, subject to the satisfactory previous phased extraction of mineral deposits on the neighbouring site, at least 100 homes to the west of B158 Wadesmill Road between 2022 and 2027.</p> <p><u>II. A Masterplan will be collaboratively prepared, involving site promoters, landowners, East Herts Council, Hertfordshire County Council, Hertford Town Council, and other key stakeholders. This document will further be informed by public participation in the process.</u></p> <p>III. The development is expected to address the following provisions and issues:</p> <ul style="list-style-type: none"> (a) a range of dwelling type and mix, in accordance with the provisions of Policy HOU1 (Type and Mix of Housing); (b) Affordable Housing in accordance with Policy HOU3 (Affordable Housing); (c) demonstration of the extent of the mineral that may be present and the likelihood of prior extraction in an environmentally 	<p>Modifications in response to:</p> <p>Issue raised by Inspector at Part 1 Hearing Sessions;</p> <p>and,</p> <p>Issue raised by Inspector at Part 2 Hearing Sessions regarding clarity around Masterplanning.</p>

Ref No.	Policy/Para	District Plan Page	Proposed Main Modification	Reason for Change
			<p>acceptable way has been fully considered. As a minimum, an assessment of the depth and quality of mineral, together with an appraisal of the consequential viability for prior extraction without prejudicing the delivery of housing within the plan period should be provided;</p> <p>(d) necessary new utilities, including, inter alia: integrated communications infrastructure to facilitate home working;</p> <p>(e) necessary upgrades to the sewerage system;</p> <p>(f) sustainable drainage and provision for flood mitigation;</p> <p>(g) access arrangements and appropriate local (with contributions towards wider, strategic) highways mitigation measures;</p> <p>(h) encouragement of sustainable transport measures, both through improvements to the existing walking, cycling and bridleway networks in the locality and through new provision, which should also provide links with the adjoining area and the town centre and enhanced passenger transport services;</p> <p>(i) protection of all public rights of way (including, inter alia, the protection of the restricted byway) and other public access routes running through or on the boundaries of the site;</p> <p>(j) landscaping and planting, both within the site and peripheral, which responds to the existing landscape and complements development, as appropriate;</p>	

Ref No.	Policy/Para	District Plan Page	Proposed Main Modification	Reason for Change
			<p>(k) public open spaces across the site, including the provision of play areas and opportunities for outdoor health and fitness activities, as well as space for wildlife;</p> <p>(l) quality local green infrastructure through the site including opportunities for preserving and enhancing on-site assets, maximising opportunities to link into existing assets and enhance biodiversity;</p> <p>(m) measures to ensure that any impact on wildlife within the site and at the nearby Waterford Heath nature reserve is successfully mitigated;</p> <p>(n) the delivery of all other necessary on-site and appropriate off-site infrastructure; and</p> <p>(o) other policy provisions of the District Plan and relevant matters, as appropriate.</p>	
MM/7/12	7.2.11 (renumbered 7.2.10-MC/7/13)	92	7.2.10 In order to contribute towards the District's short term housing requirement and to provide for the housing needs of the town, development of approximately at least 50 dwellings is proposed to the South of Hertford.	Modification in response to issue raised by Inspector at Part 1 Hearing Sessions.
MM/7/13	Policy HERT5 South of Hertford	96	l. Land to the south of Hertford is allocated as a residential development site to accommodate approximately at least 50 homes to the west of Mangrove Road by 2022.	Modifications in response to: Issue raised by Inspector

Ref No.	Policy/Para	District Plan Page	Proposed Main Modification	Reason for Change
			<p>II. A Masterplan will be collaboratively prepared, involving site promoters, landowners, East Herts Council, Hertfordshire County Council, Hertford Town Council, and other key stakeholders. This document will further be informed by public participation in the process.</p> <p>III. The development is expected to address the following provisions and issues:</p> <ul style="list-style-type: none"> (a) a range of dwelling type and mix, in accordance with the provisions of Policy HOU1 (Type and Mix of Housing); (b) Affordable Housing in accordance with Policy HOU3 (Affordable Housing); (c) demonstration of the extent of the mineral that may be present and the likelihood of prior extraction in an environmentally acceptable way has been fully considered. As a minimum, an assessment of the depth and quality of mineral, together with an appraisal of the consequential viability for prior extraction without prejudicing the delivery of housing within the plan period should be provided; (d) development that is compatible with, and complements, the character of local heritage assets and designations, including, inter alia, the adjacent Grade I Balls Park and its Grade II Registered Garden; (e) necessary new utilities including, inter alia: integrated communications infrastructure to facilitate home working; 	<p>at Part 1 Hearing Sessions;</p> <p>Issue raised by Inspector at Part 2 Hearing Sessions regarding clarity around Masterplanning;</p> <p>and,</p> <p>Council correction to criterion numbering.</p>

Ref No.	Policy/Para	District Plan Page	Proposed Main Modification	Reason for Change
			<p>(f) access arrangements and appropriate local (with contributions towards wider, strategic) highways mitigation measures;</p> <p>(g) encouragement of sustainable transport measures, both through improvements to the existing walking and cycling networks in the locality and through new provision, which should also provide links with the adjoining area and the town centre (including, inter alia, an upgraded pedestrian and cycle way along Mangrove Road to Simon Balle School), and enhanced passenger transport services;</p> <p>(h) landscaping and planting, both within the site and peripheral, which responds to the existing landscape and complements development, as appropriate;</p> <p>(i) public open space within the site, including the provision of a play area and opportunities for outdoor health and fitness activities, as well as space for wildlife;</p> <p>(j) quality local green infrastructure through the site including opportunities for preserving and enhancing on-site assets, maximising opportunities to link into existing assets and enhance biodiversity. This should include, but not be limited to, the provision of a public amenity greenspace buffer (which will remain in the Green Belt) between the development and Hagsdell Stream to allow for the preservation of that part of the Hertford Green Finger. This shall include the existing treed area at the higher level, the tree belt at the lower level, and the</p>	

Ref No.	Policy/Para	District Plan Page	Proposed Main Modification	Reason for Change
			<p>sloped area of land between them leading towards Hagsdell Stream, and should also provide for public pedestrian access from Mangrove Road along with the protection of any public rights of way and other public access routes running through or on the boundaries of the site;</p> <p>(k) the delivery of all other necessary on-site and appropriate off-site infrastructure; and</p> <p>(l) other policy provisions of the District Plan and relevant matters, as appropriate.</p>	
MM/7/14	7.3.2	97	<p>Hertford's location in relation to accessing the major road network means that it is an attractive place for businesses to locate; however, the A414 has a propensity towards congestion, especially at peak times, which can affect ease of access to some areas and will require mitigation in line with the provisions of Hertfordshire County Council's emerging 2050 Transport Vision <u>Local Transport Plan 4. It is currently proposed that this will include provision of a Hertford bypass to address identified constraints on the A414 in combination with Sustainable Travel Town initiatives.</u></p>	<p>Council modification to provide updated text regarding the current position in respect of the Local Transport Plan process and to detail proposed mitigation measures to address current constraints on the A414 through Hertford.</p>
MM/7/15	Policy HERT6 Employment in Hertford		<p>I. In accordance with Policy ED1 (Employment), the following locations are designated as Employment Areas:</p> <p>(a) Caxton Hill;</p> <p>(b) Foxholes Business Park;</p>	<p>Council modification to provide clarification in respect of policy provisions applicable to the area.</p>

Ref No.	Policy/Para	District Plan Page	Proposed Main Modification	Reason for Change
			<p>(c) Hartham Lane;</p> <p>(d) Mead Lane - East of Marshgate Drive (including the provisions of Policy HERT2 Mead Lane Area the Mead Lane Urban Development Framework);</p> <p>(e) Mimram Road;</p> <p>(f) Warehams Lane;</p> <p>(g) Windsor Industrial Estate, Ware Road.</p> <p>II. In addition, in accordance with Policy ED1 (Employment), the following location is designated as an Employment Area reserved primarily for B1 use:</p> <p>(a) Pegs Lane.</p>	
MM/7/16	7.4.5	98	<p>The Strategy, which is underpinned by robust technical evidence and two rounds of public consultation, has been agreed by East Herts Council, Hertfordshire County Council and Hertford Town Council, which will continue to work together to help bring its proposals to fruition. While provisions are included for improvements across Hertford's entire central core, of particular note is the Bircherley Green key site area, which is viewed as being the most important development opportunity site in the town centre. Key use and urban design principles for the mixed use redevelopment of this area, based around a revitalised retail offer, are included in the Strategy. Therefore, where any redevelopment proposals emerge for</p>	<p>Modification to clarify that the Hertford Town Centre Urban Design Strategy applies to the wider town centre.</p>

Ref No.	Policy/Para	District Plan Page	Proposed Main Modification	Reason for Change
			Bircherley Green <u>or other town centre sites</u> , these should respond positively to the detailed provisions of the Strategy. It is intended that the Strategy will be adopted by East Herts Council as a Supplementary Planning Document in due course.	
MM/7/17	Policy HERT7 Hertford Town Centre Urban Design Strategy	99	Development proposals in Hertford Town Centre will be expected to conform with <u>take account of</u> , and positively contribute to, proposals contained within the Hertford Town Centre Urban Design Strategy, as appropriate.	Council modification to reflect that the Strategy is guidance rather than a policy document.

Chapter 8: Sawbridgeworth

Ref No.	Policy/Para	District Plan Page	Proposed Main Modification	Reason for Change
Chapter 8: Sawbridgeworth				
MM/8/01	New 8.1.11		<u>8.1.11 Design: collaboratively prepared Masterplans for development in Sawbridgeworth (at sites SAWB2, SAWB3 and SAWB4) will form an important part of the delivery of the site allocations. These Masterplans will provide a strong framework for the development, which will ensure the highest quality design and layout of each area and provide a comprehensive approach to the development as a whole, whilst reflecting different character areas across the sites. The Masterplans will accord with the provisions of Policy DES1 (Masterplanning).</u>	Modification in response to issue raised by Inspector at Part 2 Hearing Sessions regarding clarity around Masterplanning.
MM/8/02	Figure 8.1 Key Diagram	103	Original Key Diagram to be deleted and replaced with an updated Key Diagram to remove the green space to the west of the site allocation for 175 homes.	To reflect the position agreed with the site promoter.

This page is intentionally blank

**REPORT TO THE DEVELOPMENT & LEISURE COMMITTEE – 26
FEBRUARY 2018**

AGENDA ITEM 18 – 3RD QUARTER INCOME & EXPENDITURE 2017/18

1. PURPOSE OF THE REPORT

To provide the Committee with a commentary on income and expenditure to 31st December 2017.

2. DEVELOPMENT & LEISURE - SIGNIFICANT ITEMS

4200 Downshire Suite Weddings & Receptions (Adverse)

Income of £38,345 is significantly below the income for 2016/17 which was £52,688. There is only one booking in the last quarter of the year. An increase in the number of private hire bookings reduced the number of available dates in the venue bookings diary.

4201 Downshire Suite Corporate Hire (Favourable)

Several local businesses have been new repeat corporate hirers using the venue in the first six months. Income of £13,384 compares favourably with the same period in 2016 which was £9,005.

4202 Downshire Suite Private Hire (Favourable)

Income of £13,028 compares favourably with the same period in 2016 which was £6,300. There has been a corresponding drop in wedding income due to the limited number of dates available in the diary.

4210 Downshire Suite Catering income (Favourable)

An increase in the number of corporate bookings has increased catering income and wedding and private hirers have frequently opted to pay corkage fees.

4220 Event Income (Favourable)

Demand for stalls at the events was high with calls being received for events that were already fully booked. Ticket sales for the open air cinema sold well despite the change of film (income to date £20,928 anticipated income £16,000).

4224 Event Sponsorship (Favourable)

Additional sponsorship income was raised for Beautiful Hertford (£450), Cars at the Castle (£300), Hertford Playday (£300), Heritage Week (£200) and Go Hertford this Christmas (£1,700).

6011 Event Equipment Hire, Licences and Security etc (Adverse)

Additional events in the calendar has caused an increase in the sundry costs associated with the events and the increased size of the events has required more expenditure on security. This overspend is offset by the additional income raised from sponsorship and stallholders. (Expenditure to date £18,399 budget £12,883).

3. SUMMARY

At this stage of the year no items other than those detailed above have been identified as deviating significantly from budget, either adversely or favourably. The projected outcome for the year shows a surplus of around £23,000.

4. INCOME AND EXPENDITURE

	ACTUAL TO 31.03.17	BASE BUDGET 2017/18	ACTUAL TO 31.12.17	PROJECTED OUTCOME 2017/18	BASE BUDGET 2018/19
DOWNSHIRE SUITE					
TOTAL DOWNSHIRE INCOME	(80,465)	(76,669)	(73,996)	(79,000)	(86,919)
DOWNSHIRE SUITE EXPENDITURE (SALARIES)	36,760	45,555	28,455	36,835	50,095
DOWNSHIRE SUITE EXPENDITURE (OTHER)	17,707	24,671	13,737	23,171	23,253
TOTAL EXPENDITURE	54,467	70,226	42,193	60,006	73,348
NET INCOME	(25,998)	(6,443)	(31,803)	(18,994)	(13,571)
INCOME AS A PERCENTAGE OF EXPENDITURE	147.7%	109.2%	175.4%	131.7%	118.5%

	ACTUAL TO 31.03.17	BASE BUDGET 2017/18	ACTUAL TO 31.12.17	PROJECTED OUTCOME 2017/18	BASE BUDGET 2018/19
MILLBRIDGE ROOMS					
TOTAL MILLBRIDGE ROOM INCOME	(13,254)	(15,000)	(13,044)	(15,000)	(15,450)
MILLBRIDGE ROOM EXPENDITURE (SALARIES)	7,324	7,405	5,534	7,330	7,500
MILLBRIDGE ROOM EXPENDITURE (OTHER)	1,428	1,763	1,282	1,575	1,621
TOTAL EXPENDITURE	8,752	9,168	6,815	8,905	9,121
NET INCOME	(4,502)	(5,832)	(6,229)	(6,095)	(6,329)
INCOME AS A PERCENTAGE OF EXPENDITURE	151.4%	163.6%	191.4%	168.5%	169.4%

EVENTS	ACTUAL TO 31.03.17	BASE BUDGET 2017/18	ACTUAL TO 31.12.17	PROJECTED OUTCOME 2017/18	BASE BUDGET 2018/19
TOTAL EVENT INCOME	(36,787)	(25,000)	(34,178)	(34,250)	(36,275)
EVENT EXPENDITURE (SALARIES)	88,819	94,130	68,677	93,440	106,855
EVENT EXPENDITURE (OTHER)	33,484	32,540	35,420	39,012	37,756
TOTAL EXPENDITURE	122,303	126,670	104,098	132,452	144,611
NET EXPENDITURE	85,516	101,670	69,920	98,202	108,336
INCOME AS A PERCENTAGE OF EXPENDITURE	30.1%	19.7%	32.8%	25.9%	25.1%

TOWN & TOURIST INFORMATION CENTRE	ACTUAL TO 31.03.17	BASE BUDGET 2017/18	ACTUAL TO 31.12.17	PROJECTED OUTCOME 2017/18	BASE BUDGET 2018/19
TOTAL T&TIC INCOME	(33,920)	(59,732)	(34,942)	(42,400)	(43,860)
T&TIC EXPENDITURE (SALARIES)	99,670	103,405	77,008	103,160	108,080
T&TIC EXPENDITURE (OTHER)	82,030	86,497	51,818	65,526	67,008
TOTAL EXPENDITURE	181,700	189,902	128,826	168,686	175,088
NET EXPENDITURE	147,781	130,170	93,885	126,286	131,228
INCOME AS A PERCENTAGE OF EXPENDITURE	18.7%	31.5%	27.1%	25.1%	25.1%

5. RECOMMENDATION

It is **RECOMMENDED** that:

- 1) The Committee **notes** the income and expenditure to 31st December 2017.

Report by: Stephen Davies, Finance Manager

This page is intentionally blank

DEVELOPMENT & LEISURE COMMITTEE

INCOME

NOMINAL LEDGER CODE	DESCRIPTION	ACTUAL TO 31.03.17	BASE BUDGET 2017/18	ACTUAL TO 30/09/17	PROJECTED OUTCOME 2017/18	BASE BUDGET 2018/19	BASE BUDGET 2018/19
4200	DS Hire - Weddings & Receptions	-52,688	-50,404	-38,345	-40,000	-51,916	Income anticipated from civil weddings & receptions held at Hertford Castle.
4201	DS Hire - Corporate Hire	-11,061	-12,484	-13,384	-15,000	-12,858	Income anticipated from corporate hire of meeting rooms at Hertford Castle.
4202	DS Hire - Private Hire	-8,155	-7,601	-13,028	-14,000	-11,845	Income anticipated from birthday parties, baby namings and other private hire of rooms at Hertford Castle.
4210	DS Catering	-8,561	-6,180	-9,239	-10,000	-10,300	Income anticipated from catering provided for corporate hire customers.
	TOTAL DOWNSHIRE SUITE INCOME	-80,465	-76,669	-73,996	-79,000	-86,919	
4220	D&L Event income	-24,591	-16,000	-20,928	-21,000	-22,630	Income anticipated from stall hirers at opendays and other events.
4224	D&L Event sponsorship	-10,696	-9,000	-13,250	-13,250	-13,645	Income from sponsorship of events
4229	Hertford Entrepreneurs Network Funding	-1,500	0	0	0	0	Funding from external sources for the Hertford Entrepreneurs Network events. See code 6033 for HEN expenditure.
	TOTAL EVENT INCOME	-36,787	-25,000	-34,178	-34,250	-36,275	
4400	SW Mill Bridge Room Income	-13,254	-15,000	-13,044	-15,000	-15,450	Income anticipated from hire of the Mill Bridge Rooms by clubs, charities and private individuals.
	TOTAL MILL BRIDGE ROOM INCOME	-13,254	-15,000	-13,044	-15,000	-15,450	
4500	TIC Income	-9,867	-11,824	-13,293	-18,000	-18,540	Gross income anticipated from the sale of souvenirs and books. See code 6195 for the cost of goods sold.
4501	TIC Income (ticket sales)	-23,652	-47,308	-21,249	-24,000	-24,720	Gross income anticipated from the sale of local event tickets, travel tickets and theatre vouchers. See code 6196 for the cost of tickets sold.
4511	TIC Hertford Calendar advertising sales	-400	-600	-400	-400	-600	The Hertford calendar has been produced since 2009.
	TOTAL TOWN & TOURIST INFORMATION CENTRE INCOME	-33,920	-59,732	-34,942	-42,400	-43,860	
	TOTAL INCOME	-164,426	-176,401	-156,160	-170,650	-182,504	

EXPENDITURE

NOMINAL LEDGER CODE	DESCRIPTION	ACTUAL TO 31.03.17	BASE BUDGET 2017/18	ACTUAL TO 30/09/17	PROJECTED OUTCOME 2017/18	BASE BUDGET 2018/19	BASE BUDGET 2018/19
6000	D&L Administration	88,819	94,130	68,677	93,440	106,855	Apportionment of staff salary costs. A 2% cost of living increase is included plus any spinal point increases due.
	D&L EVENTS EXPENDITURE (SALARIES)	88,819	94,130	68,677	93,440	106,855	

NOMINAL LEDGER CODE	DESCRIPTION	ACTUAL TO 31.03.17	BASE BUDGET 2017/18	ACTUAL TO 30/09/17	PROJECTED OUTCOME 2017/18	BASE BUDGET 2018/19	BASE BUDGET 2018/19
6010	D&L Events (entertainment)	10,831	9,094	10,035	10,050	9,366	Provision for Castle events, band concerts and Castle Opendays
6011	D&L Events (hire of equipment/licences/health & safety)	13,621	12,883	18,399	18,399	17,510	Provision for Castle events, band concerts and Castle Opendays.
6014	D&L Friends of Hertford Castle	240	298	30	298	306	Provision to cover the expenses of the Friends of Hertford Castle.
6018	D&L Castle Basement Refurbishment & Display	818	0	49	0	0	Provision for the creation of a Victorian kitchen display in the Castle basement and work to enhance the visual appearance of the basement.
6025	D&L Promotion/Marketing	6,867	8,058	6,773	8,058	8,300	Provision for event advertisements.
6035	D&L Castle Interpret panels	0	1,104	0	1,104	1,137	Contingency for the repair of the information boards in the Castle grounds.
6099	D&L Capital Expenditure	1,043	1,104	134	1,104	1,137	Contingency for replacement of catering equipment, marquees or outdoor furniture used for events.
	D&L EVENTS EXPENDITURE (OTHER)	33,484	32,540	35,420	39,012	37,756	
6038	D&L Town Centre Co-ordinator	16,366	16,060	12,396	16,455	16,560	Apportionment of staff salary costs. A 2% cost of living increase is included plus any spinal point increases due.
	TOWN CENTRE SUPPORT EXPENDITURE (SALARIES)	16,366	16,060	12,396	16,455	16,560	
6032	D&L Town Centre Wifi	0	16,900	4,489	16,900	17,407	Provision for monthly broadband connection fees and project support
6033	Hertford Entrepreneurs Network Funding	191	150	1,579	150	154	Expenditure and awards made by the Hertford Entrepreneurs Network. See code 4229 for HEN income.
6036	D&L Town Development Fund	4,979	2,500	2,326	2,500	2,575	Provision for projects to be finalised for economic development within the town.
6037	D&L Town Centre Hanging Baskets	11,880	18,538	11,524	18,538	15,896	Provision for planting & maintenance of hanging baskets
7080	D&L Xmas grant-tree/lights	14,680	22,000	235	22,000	30,000	Provision for the storage, maintenance and installation/removal of the Xmas lights displays and electricity charges etc.
6048	D&L Hertford Market Devolved Management Study	0	5,000	0	5,000	0	Provision for a feasibility study for the Council to take on management of Hertford Market.
6049	D&L Taxi Marshal scheme	0	10,000	6,864	10,000	10,300	Provision for the cost of the Taxi Marshal scheme with match funding from Herts County Council. This was previously funded from New Homes Bonus but from April 2017 it will be funded from a revenue budget.
6050	CCTV	27,301	34,801	16,619	31,510	32,455	Provision for the monitoring, maintenance, fibre optic rental, electricity and telephone costs associated with the CCTV system.
	TOWN CENTRE SUPPORT EXPENDITURE (OTHER)	59,032	109,888	43,637	106,598	108,787	
6100	TIC Administration	16,548	17,180	12,669	16,935	17,625	Apportionment of management staff salary costs. A 2% cost of living increase is included plus any spinal point increases due.

NOMINAL LEDGER CODE	DESCRIPTION	ACTUAL TO 31.03.17	BASE BUDGET 2017/18	ACTUAL TO 30/09/17	PROJECTED OUTCOME 2017/18	BASE BUDGET 2018/19	BASE BUDGET 2018/19
6101	TIC Wages & Salaries	83,122	86,225	64,340	86,225	90,455	Apportionment of direct Information Centre staff salary costs. A 2% cost of living increase is included plus any spinal point increases due.
	TOTAL TOWN & TOURIST INFORMATION CENTRE EXPENDITURE (SALARIES)	99,670	103,405	77,008	103,160	108,080	
6110	TIC Rent	17,087	16,000	16,000	16,000	16,000	Rent and service charges payable for the premises in Market Place.
6115	TIC Rates	7,473	9,250	9,204	9,204	9,480	Business rates payable for the premises in Market Place.
6120	TIC Cleaning (other)	490	590	579	590	608	Provision for fortnightly window cleaning and quarterly paper recycling charges
6125	TIC Utilities	1,080	1,457	904	1,457	1,501	Provision for water and electricity charges.
6145	TIC Telephone & Fax	3,166	1,906	1,209	1,906	1,962	Provision for the 2 telephone lines, fax/broadband line and credit card processing line.
6150	TIC Postage	372	497	86	497	512	General provision for postage charges.
6152	TIC Copier(lease & copies)	2,915	1,000	1,390	2,232	2,299	Provision for the photocopier lease charges and usage charges.
6155	TIC Stationery & Sundries	600	1,040	360	1,040	1,071	Provision for the purchase of stationery, weekly local paper and other general expenditure.
6157	TIC Publication Printing (Accom Guide & calendar)	730	1,030	693	1,030	1,061	Provision for the printing costs of the annual accommodation guide. See income line 4510.
6165	TIC Computer / IT	378	590	132	590	607	Provision for on site IT support and replacement of minor items of equipment
6170	TIC Advertising	2,251	2,500	365	2,500	2,574	General provision for advertising costs.
6195	TIC Stock for resale	5,058	4,967	5,938	4,967	5,115	Cost of books and souvenirs sold in the T&TIC. See income line 4500.
6196	TIC Event tickets	22,201	43,761	13,447	22,000	22,660	Cost of event tickets, travel tickets and theatre vouchers sold in the T&TIC. See income line 4501.
6197	TIC Refurbishment / repairs & maintenance	17,705	500	1,019	1,019	1,050	Contingency for minor repair & maintenance items.
6198	TIC Health & Safety	524	1,172	493	493	508	Contingency for fire extinguisher servicing, PAT testing and alarm monitoring charges.
	TOTAL TOWN & TOURIST INFORMATION CENTRE EXPENDITURE (OTHER)	82,030	86,497	51,818	65,526	67,008	
6200	DS Functions sec/admin	19,313	23,305	13,693	19,285	26,855	Apportionment of staff salary costs. A 2% cost of living increase is included plus any spinal point increases due.
6205	DS Functions management	5,772	5,895	6,194	5,895	6,010	Apportionment of staff salary costs. A 2% cost of living increase is included plus any spinal point increases due.
6210	DS Caretaking	11,675	16,355	8,568	11,655	17,230	Apportionment of staff salary costs. A 2% cost of living increase is included plus any spinal point increases due.
6215	DS Cleaning	0	0	0	0	0	Apportionment of staff salary costs. A 2% cost of living increase is included plus any spinal point increases due.
	DOWNSHIRE SUITE EXPENDITURE (SALARIES)	36,760	45,555	28,455	36,835	50,095	

NOMINAL LEDGER CODE	DESCRIPTION	ACTUAL TO 31.03.17	BASE BUDGET 2017/18	ACTUAL TO 30/09/17	PROJECTED OUTCOME 2017/18	BASE BUDGET 2018/19	BASE BUDGET 2018/19
6220	DS Marketing & Promotion	3,809	5,150	1,881	5,150	5,304	Provision for advertising the Downshire Suite as a wedding venue
6225	DS Equipment	1,264	1,214	1,251	1,214	2,000	Contingency for replacement of catering equipment or furniture for the Downshire Suite.
6230	DS Special Cleaning	895	618	394	618	636	Contingency for professional cleaning charges for Downshire Suite carpets & curtains etc.
6235	DS Licence (Civil Ceremonies, PEL, PPL & PRS)	180	2,000	291	2,000	700	Provision for music licences etc.
6240	DS Stationery	0	1,705	17	1,705	1,755	Contingency for printing charges for promotional brochures and information leaflets.
6245	DS Catering Purchases & equipment hire	11,471	12,484	9,905	12,484	12,858	Provision for the cost of catering provided to corporate hirers and the cost of tables hired as necessary.
6206	DS Functions - casual wages	88	1,500	0	0	0	Provision for casual wages paid to a weddings officer not on the regular payroll.
6250	DS Repairs & Maintenance	0	0	0	0	0	Contingency for minor repair & maintenance items.
	DOWNSHIRE SUITE EXPENDITURE (OTHER)	17,707	24,671	13,737	23,171	23,253	
6500	SW MBR Salaries	7,324	7,405	5,534	7,330	7,500	Apportionment of staff salary costs. A 2% cost of living increase is included plus any spinal point increases due.
	MILL BRIDGE ROOM EXPENDITURE (SALARIES)	7,324	7,405	5,534	7,330	7,500	
6510	SW MBR running costs	0	122	0	122	125	Contingency for minor repair & maintenance items.
6525	SW MBR Marketing & Promotion	0	171	0	171	176	General provision for advertising costs or promotional leaflets.
6515	SW MBR Rates	1,428	1,471	1,282	1,282	1,320	Business rates payable for the Mill Bridge Room.
	MILL BRIDGE ROOM EXPENDITURE (OTHER)	1,428	1,763	1,282	1,575	1,621	
	TOTAL EXPENDITURE	442,621	521,915	337,965	493,101	527,515	

SUMMARY

	TOTAL INCOME	-164,426	-176,401	-156,160	-170,650	-182,504	
	TOTAL EXPENDITURE	442,621	521,915	337,965	493,101	527,515	
	NET EXPENDITURE	278,195	345,514	181,804	322,451	345,011	