

**MINUTES OF THE MEETING OF THE DEVELOPMENT AND LEISURE COMMITTEE
HELD ON MONDAY, 9 FEBRUARY 2009 (RE-SCHEDULED FROM 2 FEBRUARY)
AT 7.30PM IN THE ROBIN ROOM, THE CASTLE, HERTFORD**

PRESENT: Councillor Miss J C S Sartin, in the Chair

Councillors, Miss K P Darby, Miss C J Geall, Mrs D M Hone, D R Poole,
Dr L E Radford, P A Ruffles.

IN ATTENDANCE: Councillor Mrs B S Haddock
Councillor R A K Radford
Mrs N L Villa, Town Clerk
Ms S A Mead, Marketing & Promotions Manager
Miss M Challis, Assistant to Town Clerk

248. **APOLOGIES FOR ABSENCE** were received from Councillor Mrs H P Durbin

249. **DECLARATIONS OF INTEREST**

There were no declarations of interest.

250. **THE MINUTES**

It was **RESOLVED** that:

The minutes of the meeting held on 24 November 2008 were approved as a correct record and the Chairman authorised to sign the same.

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

It was **RESOLVED** that:

The action sheet be received and noted.

There were no matters arising.

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

There were no members of the public wishing to speak.

253. **TOWN DEVELOPMENT – CCTV STATISTICS**

The Committee received a report detailing the latest CCTV statistics.

Members are keen to find out more about how CCTV camera footage is used in processing arrests and securing convictions. An outline of the process has been provided, but Members reiterated their wish to have the opportunity to discuss

the matter with a representative from the police, and to be able to ask questions of them. It was also noted that visits to the CCTV control centre can be arranged for members.

It was **RESOLVED** that:

The report on statistics from CCTV cameras around the town be noted and the Town Clerk be requested to ensure that CCTV information is incorporated into a forthcoming visit of the Chief Inspector to the next Full Town Council meeting on 30 March 2009.

254. HERTFORD TOWN CENTRE

The Committee received a report outlining some ideas on how the Council can assist the economic health and development of the town during the current financial difficulties.

There were concerns on the impact of the loss of two major retailers in Maidenhead Street (MacDonalds and Woolworths) on the street scene and reduction in footfall. It was stressed that Members felt the Council should be doing everything possible to promote the town and support the local retailers.

A visual audit on the pedestrian signage in the town has been carried out and results demonstrated that provision is poor; some areas had little or no signage, and in other areas, the signs were in a poor condition, and barely legible.

The Committee suggested the following ways in which the Town Council could support the economic development of the town:

- Consider a method of encouraging buskers in to town
- Organise a "Shop Local" campaign
- Write a letter to Wilkinsons to ask the company to consider Hertford as branch location in the vacated Woolworth's unit
- Write a letter to the administrator of Woolworths to enquire about their plans for the empty store
- Hold a meeting/reception for retailers hosted by the Mayor
- Research giving permission to paint/create displays on boarded up shop fronts, or in empty shop windows, to brighten the appearance of the town.
- Continue to provide support for the Hertford Essential COnections bags
- Investigate a car parking rebate scheme for shoppers
- Pursue the introduction of new signage
- Investigate the possibility of joining a Market Towns organisation
- Consider ways of addressing the recycling of cardboard, as a way of engaging with local retailers

It was **RESOLVED** that:

- (a) The Town Clerk is to write to East Herts to inform them of the Town Council's ideas to ensure that all opportunities for joint working are identified
- (b) The Town Clerk is to pursue all of the other suggestions detailed above, in consultation with the Committee Chairman.

255. TOURISM AND PROMOTION – TOWN AND TOURIST INFORMATION CENTRE

The Committee received a report providing a summary of activity at the Town and Tourist Centre.

It was **RESOLVED** that:

- a) The Committee note the report.
- b) Town and Tourist Information Centre staff be thanked for their hard work.

256. TOURISM AND PROMOTION – HERTFORD TOWN COUNCIL EVENTS

The Committee received a report providing a summary of the final events of 2008 and events programmed for 2009.

The Mayor congratulated all involved with the Christmas events at the Castle and in the town centre on 30th November 2008. Despite poor weather, the event was a success.

East Herts. Council will support a one off closure of parts of the grounds and charging to enable the proposed Open Air Theatre production to take place. The Committee may be asked to meet for further discussions on this matter once the result of the "Awards for All" grant application is known.

It was suggested that a wet weather contingency plan be in place for Carols at the Castle, or that an alternative venue be investigated.

Only one application had been received asking for consideration as the chosen charity for Rock at the Castle, and Members spoke in support of this. Members requested that in future years a process be instigated to encourage other charities to apply to be selected.

It was **RESOLVED** that:

- c) The Committee approve the request from North and East Herts. Branch of the Motor Neurone Disease Association to become the beneficiary of the donations received from Rock at the Castle 2009.
- d) The Committee note the remainder of the report.

257. VENUES – HIRE OF VENUES

The Committee received a report detailing the latest hire statistics.

The cost of the new Corporate Brochure has exceeded its original estimate; however the D & L budget meets the additional cost jointly between the budgets for the Downshire Suite and advertising.

It was **RESOLVED** that:

- a) The Committee agree to the additional cost to print the promotional material for corporate hire.
- b) The Committee note the rest of the report.

258. PLANNING TRANSPORT AND TRAFFIC - PLANNING SUB-COMMITTEE

It was **RESOLVED** that:

The Minutes of the Planning Sub-Committee meetings of 24 November, 8 December 2008, 5 and 19 January 2009 be received and noted.