

**MINUTES OF THE MEETING OF THE DEVELOPMENT AND LEISURE COMMITTEE  
HELD ON MONDAY, 15 SEPTEMBER 2008 AT 7.30PM IN THE ROBIN ROOM,  
THE CASTLE, HERTFORD**

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

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

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

106. **APOLOGIES FOR ABSENCE** were received from Councillors S J Bright,  
Miss K P Darby, and Mrs H P Durbin.

107. **DECLARATIONS OF INTEREST**

There were no declarations of interest.

108. **THE MINUTES**

It was **RESOLVED** that:

The minutes of the meeting held on 16 June 2008 were approved as a  
correct record and the Chairman authorised to sign the same.

109. **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.

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

There were no members of the public wishing to speak.

111. **TOWN DEVELOPMENT – CCTV STATISTICS**

It was **RESOLVED** that:

The report on statistics from CCTV cameras around the town be noted and  
the Town Clerk was asked to identify the locations of the East Herts Council  
owned cameras in the next report and via the Weekly Bulletin.

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

It was **RESOLVED** that:

The report on the Town and Tourist Information Centre be noted.

It was also noted that a report should be available by the end of September for the replacement of signage to the Town and Tourist Information Centre. It was reported that the Town Council may be responsible for the cost, to which concern was expressed by members; the Town Clerk is to advise as soon as further details are available.

**113. TOURISM AND PROMOTION – TOWN AND TOURIST INFORMATION CENTRE DESTINATION MANAGEMENT SYSTEM (DMS)**

The TIC Manager outlined the Destination Management System and explained that it is essentially a new website which contains information about attractions, events and accommodation - all of which is already available on other sites. Additional 'add on' functions are available which allow gathering of information in one place for further dissemination, enables tracking of bookings, enquiries etc, and produce KPIs etc. These additional functions are only available at significant extra cost and Members questioned the value of participating in this project at this time.

It was **RESOLVED** that:

The Committee considered the report and resolved to not pursue the DMS system at this time but to continue to evaluate the system and review the situation in 6 months time.

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

It was **RESOLVED** that:

- a) The Committee notes the general success of the 2008 summer events and thanks the staff and volunteers for their dedication to them.
- b) The Committee considered the proposed events programme, and recommended that the proposed programme be considered again after consultation with the Friends of Hertford Castle and the budgetary implications are provided.
- c) The Committee approved the programme as set out, with financial calculations to be submitted to the next committee meeting.
- d) The Committee approved the formation of a Hertford in Bloom Working Group and agreed that the Town Clerk should call for volunteers in the weekly bulletin.
- e) To reaffirm Mrs Mead's contribution to the larger events and ask her to continue to organise refreshments at larger Town Council events

due to her experience of working with the Council over a number of years and the high quality of service.

**115. FRIENDS OF HERTFORD CASTLE**

It was **RESOLVED** that:

The report on the activities of Friends of Hertford Castle, and the notes from their last meeting be noted.

**116. VENUES – HIRE OF VENUES**

It was **RESOLVED** that:

a) The report on the hire of venues be noted.

b) The Committee agreed the formation of a Working Group to consider the future utilisation of the Mill Bridge Rooms. The Town Clerk to call for volunteers in the Weekly Bulletin.

**117. OLYMPICS 2012**

It was **RESOLVED** that:

The Committee consider organising sporting and cultural events relating to the London 2012 Olympics, potentially working with other local bodies including the district and county councils. Some suggestions, such as a Carnival to celebrate the Cultural Olympiad, were made to the Committee for possible future investigation.

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

It was **RESOLVED** that:

The Minutes of the Planning Sub-Committee meetings of 16 and 30 June, 14 and 28 July, 11 August and 1 September 2008 be received and noted.

**119. FINANCE - BUDGET SUMMARY OF SERVICES MANAGED BY THE DEVELOPMENT AND COMMITTEE**

There was some discussion around the replacement and availability of the Interpretation Panels in the Castle grounds, as it was felt that this is a key service offered by the Town Council. Replacement/availability of panels is to be investigated during the budget setting process.

It was **RESOLVED** that:

The budget summary of services as managed by the Development and Leisure Committee be noted.