

**MINUTES OF THE MEETING OF THE DEVELOPMENT AND LEISURE COMMITTEE  
HELD ON MONDAY 14 MARCH 2011 IN THE ROBIN ROOM, THE CASTLE,  
HERTFORD AT 7.30PM**

PRESENT: Cllr Miss J Sartin in the Chair

Councillors: Miss K Darby, Mrs H Durbin, D Poole, Dr L Radford and P Ruffles

IN ATTENDANCE: Cllr Mrs S Newton  
Ms T Carpenter, Civic Administration Manager  
Mr S Davies, Finance Manager  
Miss M Challis, Marketing and Promotions Manager  
Mrs S Cousins, Town and Tourist Information Manager  
Mrs J Rolph Town Centre Co-ordinator  
Mr R Holgate, Stevenage CCTV Control Centre  
Insp. C Hunt, Hertford Police  
Sgt A Palfreyman, Hertford Police  
3 members of the public

**400. APOLOGIES FOR ABSENCE**

Apologies for absence were received from Councillors Miss C Geall (Holiday) Mrs D Hone and McCormick

**401. DECLARATIONS OF INTEREST**

None

**402. THE MINUTES**

It was **RESOLVED** that:

The minutes of the meeting held on 29 November 2010 were approved as a correct record and the Chairman authorised to sign the same.

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

It was **RESOLVED** that:

The action sheet be received and noted.

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

There were no members of the public wishing to speak.

## **405. TOWN DEVELOPMENT**

### **(a) CCTV Statistics**

The Committee welcomed Mr Holgate from the Stevenage CCTV Control Centre and Insp Hunt and Sgt Palfreyman from Hertford Police to the meeting to receive information regarding the value of the Town's CCTV provision.

Mr Holgate confirmed that the cameras during the day were used largely for detecting ATM fraud, shoplifting and drugs related incidents, with the Hartham car park being a particular 'hot spot'. In the evening the cameras centred on the night time retail outlets including Sugar Hut and the Blackbird. It was stated that Hertford's night time economy was probably the busiest in Hertfordshire.

The CCTV Control room was serviced by 15 control room staff, with 1 being dedicated to Hertford and Ware. The cameras were well supported by the shop watch radio system. The CCTV was also monitored at the police control room at Welwyn Garden City in order to enable a quick police response to incidents.

The Police confirmed that CCTV was integral to all Police operations and helped immensely in the detection of crime.

In response to a question regarding the cost of the cameras it was confirmed that the costs had been reduced recently and it was expected that these could be reduced still further if additional boroughs within Hertfordshire were monitored through the Stevenage Control room, which was a possibility.

With regard to the privacy of the non offending public it was confirmed that 12-14 voluntary inspectors viewed all cameras for privacy zones and at the end of each inspection a detailed report was reviewed and acted upon. Data collected by the police could only be used in connection with court cases.

All CCTV statistics were available on the Stevenage Borough Council website and reported at each meeting of the Committee.

It was **RESOLVED** that:

- (a) The CCTV report and statistics be noted.

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

The Committee received a report summarising activity at the Town and Tourist Information Centre. It was noted that the entrance doors to the TTIC were still problematic and solution to the problem would need to be found. Two further quotations had been received.

The Committee was pleased to note that the TTIC would shortly be selling London 2012 merchandise along with a small amount of Royal Wedding memorabilia. A new outlet should be sought for the sale of the Calendar for 2012.

It was **RESOLVED** that:

- (a) The report summarising activity at the Town and Tourist Information Centre be noted.

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

The Committee received a report summarising the Town Council's events since December 2010 along with details of the calendar of events for 2011.

The Committee was pleased to note the success of the Christmas Gala but recognised that detailed consideration should be given to the road closure in future years, with the possible suspension of one of the parking bays to prevent large delivery vehicles accessing the area. It was also proposed to finish the event in 2011 at 7pm.

The programme of events had previously been approved but approval was sought for a simplification of the exhibitor charges for events. It was noted that 15% of all income from events continued to be donated to the Mayor of Hertford's Appeal Fund.

It was **RESOLVED** that:

- a) The Committee approve Friday 25<sup>th</sup> November as the date for the Christmas Gala 2011.
- b) The Committee approve the proposed exhibitor fees for 2011 and to delegate authority to the Marketing and Promotions Manager, in consultation with the Chairman, to negotiate charges where required.
- c) The Committee note the report.

#### **408. ROCK CHARITY SELECTION**

The Committee received a report setting out a revised process for the selection of a charity to benefit from the 2011 Rock at the Castle event. It was requested that the penultimate paragraph of the selection criteria be amended to read 'Any organisation that had benefited in the last five years from the event would not be eligible to apply'. It was further requested that a press release be issued to seek nominations immediately.

It was **RESOLVED** that:

- a) The Committee approves the addition of the proposed requirement to the process for selecting the chosen charity for Rock at the Castle

#### **409. HERTFORD IN BLOOM COMPETITION 2011**

The Committee received a report providing an update on the preparations for Hertford in Bloom 2011.

It was **RESOLVED** that:

- a) The Committee notes the progress made towards Hertford in Bloom Competition 2011
- b) The Committee nominate Cllr P Ruffles to serve on the Hertford in Bloom Committee and join the judging panel.
- c) The Committee approves the proposal to combine the public house/commercial categories
- d) The Committee approves the proposal to attend the Hatfield House Countryside show.

#### **410. TOWN CENTRE UPDATE**

The Committee received a report summarising the various projects designed to assist the economic health and development of the town during the current financial difficulties, along with a verbal report from the current Town Centre Co-ordinator and to consider the appointment of a part time Town Centre Coordinator.

The Town Centre Co-ordinator expanded on some of the information provided in her written report and confirmed that she was currently building an email database of retailers in order to build up one to one relationships and contact details. The Busking scheme was going well, with new auditions recently being held, although it was suggested that the busking sites be reduced to two in order to cut down on the administrative requirements for maintaining the licences. Proposals were also continuing to build a website to promote Hertford as a place to do business and to shop and to this end East Herts Council had agreed to share mosaic data with the Town Council in order to build a picture of the demographics of the Town.

The Committee had been asked to consider a proposal to appoint a dedicated part time Town Centre Coordinator for 27 hours per week on a one year fixed term contract funded from the existing Town Centre Development Fund. The Committee was happy to recommend the appointment of a Town Centre Coordinator but requested that the objectives of the position were clear, realistic and measureable.

The Committee had also received a copy of the most recent Town Centre survey and it was noted that the number of units classified as empty or under renovation had decreased slightly to February 2011.

It was **RESOLVED** that:

(a) The Committee **RECOMMENDS** to the Finance, Policy and Administration Committee the appointment of a part –time, fixed term Town Centre Co-ordinator.

#### **411. VENUE HIRE REPORT**

The Committee received an update on the hire statistics for the Castle and Mill Bridge rooms and to consider changes to the terms and conditions of hire of the Downshire Suite.

The Committee was pleased to note the increase in wedding bookings for 2012.

It was **RESOLVED** that:

- a) The Committee approves the proposed changes to the Terms and Conditions of hire for the Downshire Suite.
- b) The Committee notes the report.

#### **412. CARNIVAL**

The Committee received a verbal report outlining the progress towards arrangements for the reintroduction of Hertford Carnival in 2012 to coincide with the Olympics and HM the Queen's Diamond Jubilee.

The Chairman confirmed that there had been an excellent response from the public and three meetings had been held to date. A Carnival Committee had been formed of approximately 10 people who represented the various working groups which had been set up to cover the arrangements for the Carnival. Arrangements were coming together quickly and at the next meeting it was proposed to appoint a suitably qualified Chairman for the Committee and to walk the potential route of the Carnival.

It was **RESOLVED** that:

The Committee notes the verbal update.

#### **413. CHRISTMAS LIGHTS**

The Committee had received a report which provided an update on the contract for the provision of Christmas lights from 2010-2013.

It was generally noted that improvements to the display in St Andrew Street should take place in 2011, with the possibility of real Christmas trees being installed to the wall brackets in the street, if these were planted and sustainable.

It was **RESOLVED** that:

- a) The Committee notes the report

- b) The Committee **RECOMMENDS** to the Finance, Policy and Administration Committee the proposal to treat funds raised from local businesses and the sale of old stock as deferred income at the year end.

#### **414. PLANNING TRANSPORT AND TRAFFIC - PLANNING SUB-COMMITTEE**

It was **RESOLVED** that:

- (a) The minutes of the Planning Sub Committee held on 15 November, 29 November, 13 December and 20 December 2010 and 4 January, 17 January, 31 January and 14 February 2011 be received.

#### **415. FINANCE – THIRD QUARTER INCOME AND EXPENDITURE**

The Committee received a report on the third quarter income and expenditure for 2010/11. The Finance Manager confirmed that the budget was coming in on target and a small saving had been achieved on CCTV costs for the year.

It was **RESOLVED** that:

The Committee notes the report on the third quarter income and expenditure.

As it was the final Development and Leisure Committee meeting of the Council's four-year term, the Chairman thanked all officers and members who had played a part in its work during that time.

The meeting closed at 9.05pm.