

**MINUTES OF THE MEETING OF THE DEVELOPMENT AND LEISURE  
COMMITTEE HELD ON MONDAY 29 FEBRUARY 2016 IN THE ROBING ROOM,  
THE CASTLE, HERTFORD AT 7.30PM**

PRESENT: Councillor Miss J Sartin, in the Chair

Councillors: P Boyle, S Cousins, Mrs S Dunkley, Miss C Geall, Mrs B Haddock, Mrs S Newton and A Stevenson

IN ATTENDANCE: Cllr P Ruffles  
Mr J Whelan – Town Clerk  
Ms P Carpenter, Civic Administration Manager  
Miss M Bolton, Marketing and Events Manager

**464. APOLOGIES FOR ABSENCE**

Apologies for absence were received from Cllr Dr J Downs (unwell) and Cllr Miss Tybinka (personal commitment)

**465. DECLARATIONS OF INTEREST**

None.

**466. THE MINUTES**

It was **RESOLVED** that:

The minutes of the meeting held on 14 December 2015 were approved as a correct record and the Chairman authorised to sign the same.

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

Neighbourhood Plan – Sele Ward

It was noted that the Neighbourhood Plan Working Group was due to meet shortly.

It was **RESOLVED** that:

The action sheet be received and noted.

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

There were no members of the public wishing to speak.

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

The Committee received a report summarising activity at the Town and Tourist Information Centre (TTIC) and was pleased to note that figures were generally going up.

It was requested that officers regularly refresh and purchase new stock and to concentrate on higher quality goods in future.

It was **RESOLVED** that:

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

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

The Committee received a report on the feedback of the events that had taken place and the planned events programme for 2016.

The Committee considered a proposed Sponsorship Policy for inclusion within the Constitution and recommended several grammatical and wording alterations for referral to the Finance, Policy and Administration Committee for inclusion in the Constitution. The aim of the Policy is to protect the Council's reputation and to avoid conflicts of interests.

It was **RESOLVED** that:

- a) Subject to minor alterations, the Committee **recommends** the Proposed Sponsorship Policy to the Finance Policy and Administration Committee for inclusion within the Constitution.
- b) The Committee **notes** the report

#### **471. TOWN CENTRE UPDATE**

The Committee received a report summarising the various projects designed to assist the economic health and development of the town centre and was pleased to note from the shop survey that the number of empty units had reduced.

The Town Clerk advised the Committee of assurances he had received regarding the purchase of the Christmas lights from the current contractor and the inclusion of a two year warranty. The failures of the lighting at times last Christmas was due to the extremely wet weather which shorted the circuits, however following a meeting with the Christmas lights Sub Contractor the Town Clerk felt confident that we would receive a good and responsive service for the next two years. It would also be possible to sell the lights on at a later date if the Council chose to do so.

The Committee was pleased to note the refresh of the GoHertford website and agreed that the website could extend to include retail units outside of the Town Centre. Members agreed to advise the Marketing and Events Manager of the shops in their wards.

The town centre wifi project had been delayed until after 7 March following problems with the BT lines. A formal launch would take place after a settling in period.

The Cheerful Trader Competition will launch on 18<sup>th</sup> June and changes to the judging criteria were recommended to include 50% of the marks for quantity of nominations and 50% determined by the Mayor based on the quality of the nominations. The Committee requested that the Mayor be supported by one other councillor, as well as a member of staff for the judging and that full details of the criteria be detailed on the nomination forms.

It was **RESOLVED** that:

- (a) The Committee **notes** the progress made on delivering the Council's Town Centre Priorities.
- (b) The Committee **confirms** the previous decision to purchase the Christmas Lights
- (c) The Committee **approves** a 2 year contract for the erection, removal, maintenance and storage of the Christmas Lights.
- (d) The Committee **approves** the listing of businesses in the Madford Retail Park and the top end of Ware Road in the GoHertford website along with other out of town retail premises.
- (e) The Committee **approves** the revised judging criteria for the Cheerful Trader competition as outlined above.
- (f) The Committee **notes** the report.

#### **472. VENUE HIRE REPORT**

The Committee received an update on the hire statistics for the Castle and Mill Bridge Rooms. The Committee was pleased to note the level of wedding bookings, however it was requested that officers remain mindful of likely national events when the Castle may be needed before taking bookings into the future.

It was **RESOLVED** that:

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

#### **474. CCTV STATISTICS**

The Committee received a report from the Finance Manager outlining the recent CCTV statistics and details of the Taxi Marshalling Scheme.

It was **RESOLVED** that:

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

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

The Committee had received copies of the minutes of the Planning Sub Committee meetings held on 14 December 2015 and 4 January, 18 January, 1 February and 15 February 2016

It was **RESOLVED** that:

The minutes of the Planning Sub Committee held on 14 December 2015 and 4 January, 18 January, 1 February and 15 February 2016 be noted.

**476. HERTFORD ENTREPRENEURS**

The Committee received a report providing an update on the Hertford Entrepreneurs.

It was confirmed that the Crowd Funding meeting was the most well attended of all the events, and the Entrepreneur of the Year competition had attracted extremely high quality applicants.

It was **RESOLVED** that:

The Committee **notes** the report

**477. TOWN CENTRE URBAN DESIGN STRATEGY**

The Committee received a copy of the Town Centre Urban Design Strategy for comment and adoption.

The Chairman advised that she had been invited to join a Steering Group to look at implementing the Strategy and whilst it was recognised that the document was a long term strategic document, the committee hoped that some of this Council's short and medium term projects could be implemented, particularly around Maidenhead Street Improvements, work to the Ashley Webb Shelter and the Riverside Walkway.

It was **RESOLVED** that

- a) The Committee **approves** and endorses the Hertford Urban Design Strategy
- b) The Committee **welcomes** the opportunities for improvements to the Town Centre as envisaged within the document, particularly Maidenhead Street.
- c) The Committee **notes** the report.

**478. MAIDENHEAD STREET UPDATE**

The Committee received a report which provided an update on the progress made to enhance Maidenhead Street.

The Town Clerk confirmed that further meetings had taken place with both Hertfordshire Highways and the Market Manager and it was hoped that it may be possible to implement a vertical planting scheme in place of the gates at the top of Maidenhead Street.

It was confirmed that the new lighting would be installed shortly.

It was **RESOLVED** that:

The Committee **notes** the report.

**479. EAST HERTS COUNCIL- ARTS STATEMENT OF INTENT**

The Committee received a copy of the East Herts Council Arts Statement of Intent and were asked to consider whether it would wish to engage in a Community Arts Network. The Committee was disappointed that there was no acknowledgment of the work of town councils within the document.

The Committee reviewed the document but were not entirely clear on what the work of the Arts Network involved and how the District Council would wish to engage, for example was to be officer to officer or member to member.

The Committee was tentatively supportive but would wish further details to be obtained before committing to taking part.

It was **RESOLVED** that:

- a) The Committee's comments as above be forwarded to East Herts Council.

**480. HERTFORD HERITAGE TRAIL**

The Committee received a report providing an update on the progress of the Hertford Heritage Trail.

The Committee was extremely grateful for the support from the Civic Society for their work with the Heritage Trail and it was confirmed that the Civic Society would seek the necessary permissions from the property owners along necessary planning permissions.

The Committee approved the design of the plaque but expressed concern as to whether it would be too large for the size of some buildings. A final definitive list for buildings to be included in the trail would be drawn up.

Delegated authority was given to officers to refund Civic Society expenses as and when necessary.

It was **RESOLVED** that:

- a) The Committee **approves** the design for the heritage plaque.
- b) The Committee **approves** to cover the cost of the expenses of the Hertford Civic Society to the sum of £85.
- c) The Committee **approves** the additional buildings for inclusion in the trail.
- d) The Committee **did not approve** the addition of the churches into the trail except the Ebenezer Chapel
- e) The Committee **notes** the report.

#### **481. FINANCE – THIRD QUARTER INCOME AND EXPENDITURE 2015/16**

The Committee received a report on the third quarter income and expenditure 2015/16. It was requested that in future reports the under and overspend figures should be within the written report.

It was **RESOLVED** that:

- (a) The Committee **notes** the third quarter income and expenditure to 31 December 2015.

#### **482. 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.

#### **483. PROPOSED NEW TOWN AND TOURIST INFORMATION CENTRE PREMISES**

The Committee received a report outlining suggestions for the new premises in terms of identity, services and internal and external design.

The Committee approved plan 4 as the most appropriate design for the external signage. In terms of services, a touch screen monitor was considered a more cost effective alternative to an information kiosk and the production of a Hertford Trail in different languages was discussed.

The layout of the new premises was approved as being of a modern, clean design and a new stud wall would be erected at the rear of the shop to allow for storage.

It was **RESOLVED** that:

- a) The Committee **approves** the signage.

- b) The Committee **approves** the recommended additional services to the Centre.
- c) The Committee **approves** a modern, clean interior layout of the new premises.
- d) The Committee **notes** the report.

The meeting closed at 9.15pm