



HERTFORD TOWN COUNCIL

Ref: D&L/D&Lagenda

22 September 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, 2nd OCTOBER 2017
IN THE ROBING 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

AGENDA - MEETING OF THE DEVELOPMENT AND LEISURE COMMITTEE TO BE HELD ON MONDAY, 2 OCTOBER 2017 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 19 June 17 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 detailing the feedback from the 2016 programme. -
PAPER C (Page 17)

(c) Hertford Town Council Planned Events Programme 2018

To receive a report outlining the proposed events programme for 2018
PAPER D (Page 23)

(d) Town Centre Update

To receive a report from the Town Centre Coordinator– **PAPER E (Page 29)**

(e) Hertford Entrepreneurs

To receive a report on the activities of the Hertford Entrepreneurs.
– **PAPER F (Page 31)**

8. VENUES

(a) Venue Hire Report

A report on the current position with the hire of venues. – **PAPER G (Page 33)**

(b) Friends of Hertford Castle – Castle Tours

To consider a proposal to charge for private castle tours
excluding school visits and open days – **PAPER H (Page 39)**

9 CCTV REPORT

CCTV Statistics and Taxi Marshals Update

To receive a report on the CCTV statistics and Taxi Marshals – **PAPER I (Page 41)**

10. SELE WARD NEIGHBOURHOOD PLAN MINUTES

To receive the minutes of the meetings of the Working Party held on 8 June
2017. – **PAPER J (Page 45)**

11. BENGEO WARD NEIGHBOURHOOD PLAN DESIGNATED AREA

To receive the minutes of the Working Party held on 6 July, 3 August and 31
August 2017. **PAPER K (Page 47)**

12. MARKETS WORKING PARTY

To receive the minutes of the Working Party held on 24 July. **PAPER L (Page 57)**

13. PLANNING SUB COMMITTEE

To receive the Minutes of the Planning Sub-Committee meetings of 26 June, 10 July, 24 July, 7 August, 21 August, 4 September and 18 September 2017. 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 59)**

15. COLE GREEN WAY GREEN SPACE ACTION PLAN

To comment on the proposed Action Plan for the period 2018 – 2023
–**PAPER N (Page 67)**

16. FINANCE - FIRST QUARTER INCOME AND EXPENDITURE 2017/18

To receive a report on the first quarter income and expenditure for 2017/18. – **PAPER O (Page 82)**

17. DRAFT BUDGET

To consider items for inclusion in the budget for 2018/19 – **PAPER P (Page 84)**

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**Development and Leisure Committee Action Plan from
19 June 2017 Meeting**

<u>Action</u>	<u>Required By</u>	<u>Lead officer</u>	<u>Status</u>
TTIC ticket sales – installation of an online ticket platform	ASAP	JB	Agenda Item
Hertford Market – Progress of Working Party in feasibility study	ASAP	TC	A Town Council Members Working Party was established and met in July 2017. Its Members agreed that taking over the management of the market would be an important decision involving considerable financial resources. Information needed to progress this work has been scoped and is being discussed at the next Working Party meeting on 25 September 2017
Progress Maidenhead Street Project – now including The Wash and Bull Plain as a package of projects.	Ongoing	TC	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 the proposals is scheduled to take place during the autumn of 2017. .
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 the next Development and Leisure Committee.
Town Centre Wifi extension	ASAP	NS	Agenda item
Notice board at Molewood	ASAP	TCarp	Notice board installed - Complete
Volunteer Service Notice board at TTIC	ASAP	Chair	
Disclosure and Barring Service – Training	ASAP	TC	Relevant Officers will receive DBS checks in the near future.
Christmas Lighting	ASAP	NS	Complete - Christmas lighting has been ordered.

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**REPORT TO A MEETING OF THE DEVELOPMENT AND LEISURE COMMITTEE –
2ND OCTOBER 2017**

**AGENDA ITEM 7(a) – HERTFORD TOWN & TOURIST INFORMATION CENTRE
(TTIC) FOR THE PERIOD JUNE-AUGUST**

1. PURPOSE OF THE REPORT

This report provides the Committee with an update on activity at the Town and Tourist Information Centre (TTIC) for the above period.

2. STATISTICS REPORT

Visitor numbers are up by 21% over the same period last year (June-August). The increase in footfall is believed to be in part due to the number of families and children participating in the Pirates and Princesses Trail.

Telephone enquiries are down by 8% over the same period last year.

Email enquiries are down by 8% over the same period last year and written enquiries are down by 27%. Note that written enquires include event posters and brochures being sent to the TTIC.

Visitor enquiries categorised as per the below table:

	June	July	August
Accommodation	8	6	7
Attractions	325	411	387
Council	51	84	50
Directions	98	141	93
Events	245	161	1106
Relocation	4	15	5
Services	35	31	31
Souvenirs	192	212	207
Ticket sales	147	208	237
Transport	82	79	94
Walks & Cycling	24	38	33
Other	77	106	75

Telephone enquiries categorised as per the below table:

	June	July	August
Accommodation	9	8	3
Attractions	8	9	7
Council	29	49	34
Directions	1	1	0
Events	19	15	44

Relocation	0	0	1
Services	1	1	0
Souvenirs	3	7	7
Ticket sales	63	92	127
Transport	9	3	8
Walks & Cycling	1	0	4
Other	16	19	22

Written enquiries categorised as per the below table:

	June	July	August
Accommodation	0	0	1
Attractions	2	7	3
Council	3	7	4
Directions	0	0	0
Events	11	8	16
Souvenirs	0	6	0
Ticket sales	0	2	4
Transport	0	0	0
Walks & Cycling	1	0	2
Other	2	1	2

Email enquiries categorised as per the below table:

	June	July	August
Accommodation	1	7	4
Attractions	22	19	2
Council	54	62	20
Directions	0	1	0
Events	51	78	102
Relocation	0	0	0
Services	0	2	0
Souvenirs	7	17	12
Ticket sales	6	70	9
Transport	1	1	0
Walks & Cycling	1	0	0
Other	15	22	31

3. **SALES & STOCK**

Coach and event ticket sales are down 14% over the same period last year (June-August). This was due to the film for the Open Air Cinema changing which resulted in 148 tickets being returned and refunded and an additional 15 tickets were exchanged for Mamma Mia tickets. The Saturday Open Air Screening sold under 700 tickets verses 1200 tickets being sold for last year's event.

Retail sales are up by 29% over the same period last year.

The best-selling souvenirs from June - August are:

Item	Quantity	RRP
Postcards	179	£0.25
Phil Clements postcard	91	£0.40
Greetings Cards ANCA	50	£2.00
Phil Clements Hertford Tea Towel	45	£6.50
Honey	45	£3.99
Pen	35	£0.60
Tea-Towels	23	£3.50
Amy Pettingill Mug	23	£7.00
Poncho	19	£1.00
Fridge Magnet Acrylic	18	£0.99

Additional souvenirs have been ordered to sell in the premises such as new cards, Stag Design Acrylic pendant necklaces, Amy Pettingill Placemats, Hertford Castle Preserves, Biscuits in Hertford Castle tins, Smart & Gifted Christmas Cards. Christmas stock is currently being ordered.

4. CURRENT PROJECTS

The Town and Tourist Information Centre continue to provide a range of services to local residents and tourists.

GUIDED WALKS

There have been a total of two guided walks during the report period with 50 tickets available for sale of which 20 were sold. This low number of ticket sales may be related to the fact they were during the summer holidays and visitors may be out of the area.

Title	Date	Ticket price	Available tickets	Tickets sold
Chapter & Verse	23/07/2017	£5	25	11
Gorgeous Georgians	28/08/2017	£5	25	9

A further two free guided walks focusing on the architecture of Hertford were scheduled for 10th September during Heritage Weekend.

CALENDAR COMPETITION

A total of 156 images were submitted for this year's Calendar Competition compared to 167 last year. A total of eight advertisers have agreed to advertise which is the same number as last year. This year an exhibition of the images will take place at TTIC which should attract more attention to the calendar and increase sales.

CHEERFUL TRADER COMPETITION

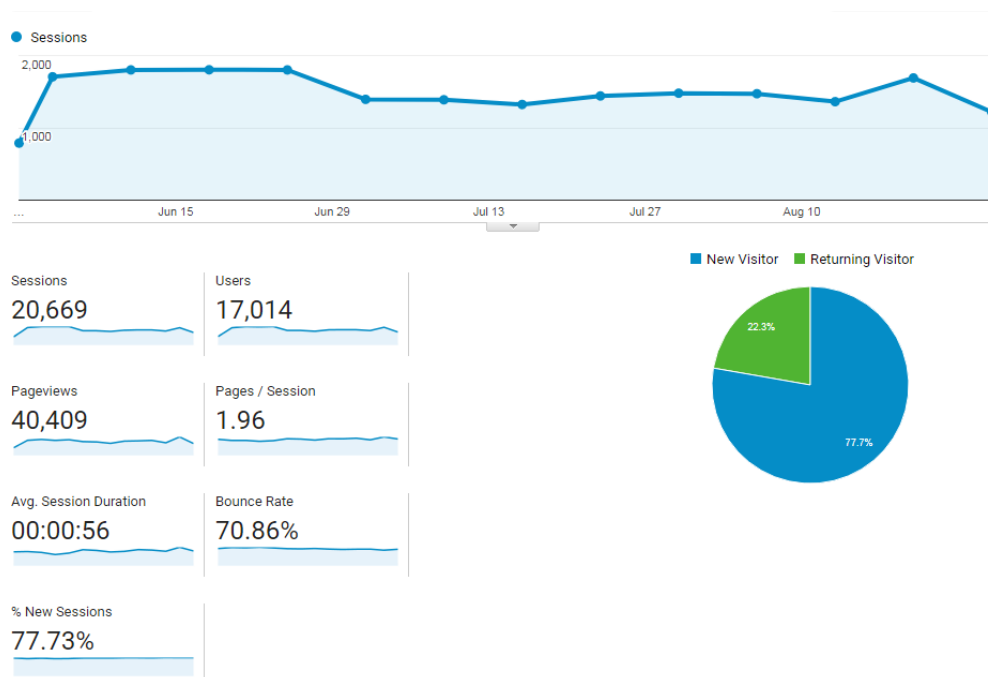
The Cheerful Trader Competition attracted a lot of attention this year with a total of 468 nominations. The Winner was Saks Hair & Beauty of Fore Street, with Natural Health in Old Cross being the runner up. The staff at Waitrose was also awarded a special recognition for the cheerful and helpful service they have provided to customers in Hertford during the store's time located in the town centre.

CARDS FOR GOOD CAUSES











It has been agreed that the TTIC will be hosting 'Cards for Good Causes' which is an organisation with 25 member charities who open pop-up shops during the Christmas season, selling Christmas Cards on behalf of members and guest charities. At least 70% of the card sales will go to the charities and the TTIC will receive 10% commission on sales for hosting. Cards could also be sold for the Mayor's Charities of which they would receive all the profits. There have been a number of enquiries regarding charity Christmas cards last year and the TTIC would be the only pop-up shop for this organisation in Hertford. One table would be separate from the rest of the stock located in the information section. A start date has been set for 20th October and the organiser at 'Cards for Good Causes' will organise for a separate till for TTIC staff to use.

GO HERTFORD WEBSITE

From June to September there have been 17014 users of the Go Hertford website. Interestingly the majority of visitors to the site are new with only 22.3% visitors returning. This suggests that there have been many visitors to Hertford during the summer holidays.



Divided by City London is where most sessions occur, followed by Hertford and Ware with the rest of the list mostly within Hertfordshire apart from Saffron Walden and those not having set a city as a location.

City	Sessions	% Sessions
1. London	6,498	 31.44%
2. Hertford	4,836	 23.40%
3. Ware	1,675	 8.10%
4. (not set)	1,006	 4.87%
5. Stevenage	383	 1.85%
6. Saffron Walden	371	 1.79%
7. Hoddesdon	308	 1.49%
8. Cheshunt	269	 1.30%
9. Hitchin	236	 1.14%
10. Luton	229	 1.11%

The most viewed page is the directory followed by events with some of the events scoring higher views such as Rock at the Castle and the Hertford Musical Mystery Tour.

Page	Pageviews	% Pageviews
1. /retail-leisure-food-drink-directory.htm 	5,702	 14.11%
2. /events/ 	1,678	 4.15%
3. /directory/c/pubs-and-bars/ 	1,203	 2.98%
4. /directory/oishii/ 	1,150	 2.85%
5. /events/e/hertford-music-festival-the-musical-mystery-tour/ 	1,088	 2.69%
6. /directory/hertford-post-office/ 	1,021	 2.53%
7. /directory/c/visit-hertford/ 	775	 1.92%
8. /directory/c/Retail/ 	726	 1.80%
9. /events/e/rock-at-the-castle-5/ 	596	 1.47%
10. /directory/c/things-to-see-and-do/ 	579	 1.43%

ONLINE TICKET SALES

At the June Development and Leisure Committee, it was agreed that the Hertford Town Council website would become ecommerce to enable customers the opportunity to purchase tickets online.

The Committee approved a sum of £900 for an allotment payments facility and an additional £2000 for a basic online ticketing facility.

The basic online ticketing facility would appear like a merchandise online shopping cart. Products (merchandise) and tickets could be added to a shopping cart to be purchased.

This system would allow the customer to purchase tickets for an event with different prices allocated to them. For example you would be able to select an adult, child or concession ticket price for an event.

Each product (ticket) can have a stock level allocated to it, so for example, 'Mamma Mia Cinema Tickets' on Friday 25th August could have a maximum of 1000 tickets available, which once sold would no longer be available.

Please note that the approved system does not allow for stock levels to be added to each individual ticket type, ie. Adult, child or concession. If required this feature can be added, but a separate quote would need to be provided for the additional work required. The TTIC Officers can manually check volumes of tickets sold so this function isn't essential.

The above feature is referred to as a 'Priced Attribute' and each product can only have one priced attribute at a time. Therefore, if the system wasn't being used to offer different ticket prices, it could be used for different seating areas, ie. Rows 1-10 £15, Rows 11-20 £10, Rows 21-30 £5. This would really offer the most basic level of seating option and would rely on a lot of manual work.

The approved basic ticketing system that the Committee agreed on in June 2017 does not allow for customers to select a specific seat. Therefore allocated seating is not available with the current option.

Online Ticketing with Allocated Seating

At the June D&L meeting, it was requested that Officers investigate whether the simple ticketing system agreed upon would allow customers to select a specific seat, or a seat in a particular area that could then be allocated manually to a specific area.

The designers have looked into multiple ways of making the seating option possible on the agreed budget although this is not possible. This is because the system would not be sophisticated enough to have a function to reserve or remove a specific ticket from the drop down menu of tickets available.

The designers have however suggested an alternative ticket booking system which would allow Hertford Town Council to create an event and upload a seating plan so that customers could choose where to sit.

The seating plan would need to be split into seating blocks (i.e. Blocks A, B, C, D). From a dropdown, visitors would choose the block they wanted to sit in. Another dropdown would then appear giving the visitor the choice of rows available in that block, and then a third option displaying the seats available in that row which the visitor could then choose.

Each block would be allocated a number of rows, which would have a set number of seats in each row. Example: Block A could have 10 rows each with 10 seats per row. Block B could have 12 rows each with 15 seats per row etc. Different prices could be allocated to each block. Example: Block A seats could cost £10 each. Block B seats could cost £8 each.

Different ticket prices could be offered per block. Example: Block A adult seats cost £10 each, children seats cost £6 each, and concession seats cost £5 each.

Once added to the cart, the system would temporarily remove the tickets to prevent them from being purchased by other website visitors.

If the transaction didn't go through within an agreed time (for example 30 minutes), the tickets would become available again. If the transaction was successful, the seats purchased would be removed from the dropdown option. This would mean that tickets cannot be double booked. When there are no seats left in a particular row, the row will be removed from the dropdown option, and then there are no seats available in a block, that block would be removed from the dropdown.

An estimated cost for the ticketing system described above would be £5000.

Please note

- The allotment system is not included in this fee as this is an additional £900 which has already been approved at the June D&L Committee.
- Both options will not cater for returns, as it's not standard for tickets to be returned.
- Both options assume that Hertford Town Council will send out the tickets or that customers will collect or pay an additional fee for postage.
- Both systems do not include an e-ticket facility. Customers will receive an email confirmation of the ticket payment but this will not be an e-ticket.
- Both options will not include a customer log in/account system.
- The payment provider will cost an additional fee.

For the Committee to consider the enhanced option, it's appropriate to note that currently only one organisation has shown interest in selling tickets with the TTIC if the seating allocation option is required by the Council.

As explained in the June D&L report, there are many websites available in the market place that offer sophisticated seating allocation facilities but can also offer e-tickets.

It is recommended to the committee to continue with the basic ticketing system.

6. RECOMMENDATIONS

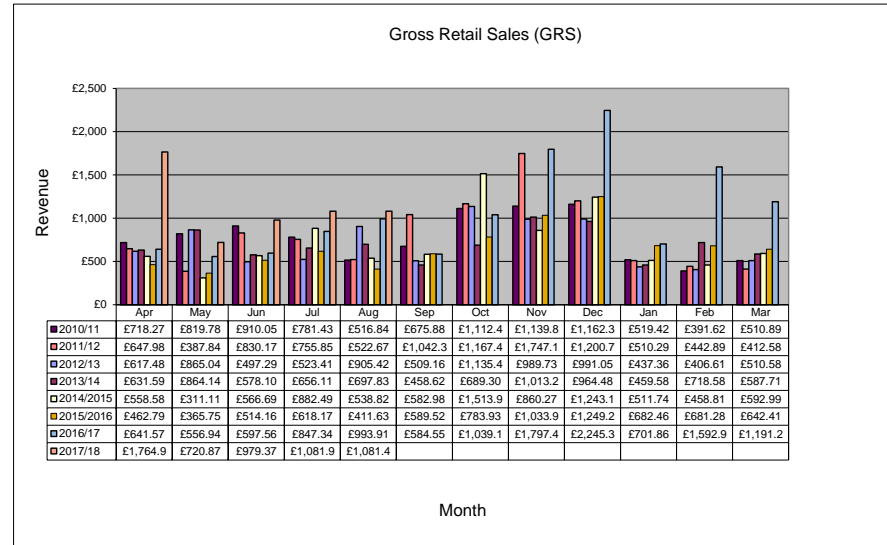
It is RECOMMENDED that:

- a) The Committee **approves** the decision not to invest in the allocated ticketing system.
- b) The Committee **notes** this report.

Report by: Jenny Bullen – Town and Tourism Development Manager

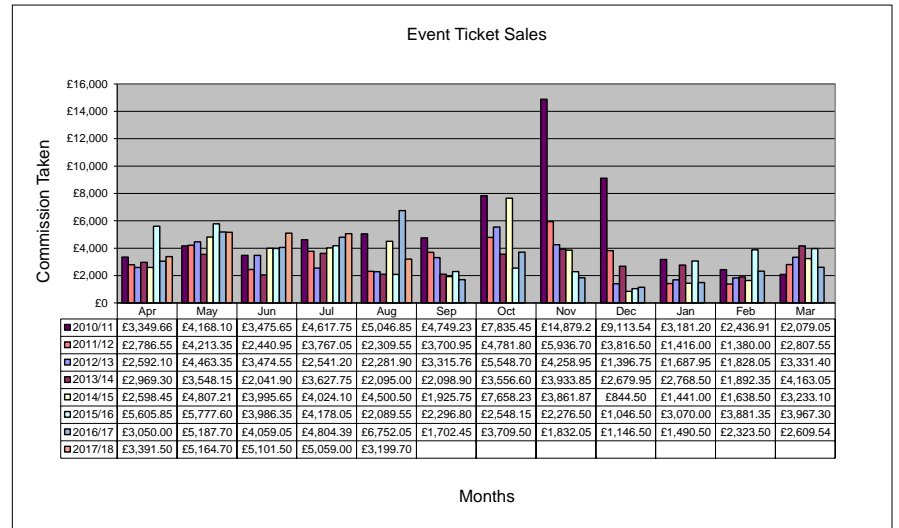
GROSS RETAIL SALES INCOME

	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	
Oct	£1,112.45	£1,167.40	£1,135.43	£689.30	£1,513.92	£783.93	£1,039.13	
Nov	£1,139.81	£1,747.15	£989.73	£1,013.21	£860.27	£1,033.95	£1,797.46	
Dec	£1,162.35	£1,200.76	£991.05	£964.48	£1,243.19	£1,249.25	£2,245.37	
Jan	£519.42	£510.29	£437.36	£459.58	£511.74	£682.46	£701.86	
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	



EVENT & COACH TICKET SALES INCOME

	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16	2016/17	2017/18
Apr	£3,349.66	£2,786.55	£2,592.10	£2,969.30	£2,598.45	£5,605.85	£3,050.00	£3,391.50
May	£4,168.10	£4,213.35	£4,463.35	£3,548.15	£4,807.21	£5,777.60	£5,187.70	£5,164.70
Jun	£3,475.65	£2,440.95	£3,474.55	£2,041.90	£3,995.65	£3,986.35	£4,059.05	£5,101.50
Jul	£4,617.75	£3,767.05	£2,541.20	£3,627.75	£4,024.10	£4,178.05	£4,804.39	£5,059.00
Aug	£5,046.85	£2,309.55	£2,281.90	£2,095.00	£4,500.50	£2,089.55	£6,752.05	£3,199.70
Sep	£4,749.23	£3,700.95	£3,315.76	£2,098.90	£1,925.75	£2,296.80	£1,702.45	
Oct	£7,835.45	£4,781.80	£5,548.70	£3,556.60	£7,658.23	£2,548.15	£3,709.50	
Nov	£14,879.29	£5,936.70	£4,258.95	£3,933.85	£3,861.87	£2,276.50	£1,832.05	
Dec	£9,113.54	£3,816.50	£1,396.75	£2,679.95	£844.50	£1,046.50	£1,146.50	
Jan	£3,181.20	£1,416.00	£1,687.95	£2,768.50	£1,441.00	£3,070.00	£1,490.50	
Feb	£2,436.91	£1,380.00	£1,828.05	£1,892.35	£1,638.50	£3,881.35	£2,323.50	
Mar	£2,079.05	£2,807.55	£3,331.40	£4,163.05	£3,233.10	£3,967.30	£2,609.54	
	£64,932.68	£39,356.95	£36,720.66	£35,375.30	£40,528.86	£40,724.00	£38,667.23	



**REPORT TO A MEETING OF THE DEVELOPMENT AND LEISURE
COMMITTEE – 2ND OCTOBER 2017**

AGENDA ITEM 7 (b) – EVENTS UPDATE

1. PURPOSE OF THE REPORT

This report provides the Committee with an update on the events programme for 2017.

2. EVENTS UPDATE

Beautiful Hertford – Saturday 17th June

Sponsored by The Women's Society, Nuffield Health Hertford and Steven Egell Lexus and Toyota.

11 traders participated in this new event, aimed at supporting Fashion, Beauty, Hair and Lifestyle retailers. Catwalk shows were interspersed with demonstrations, live music performances. Businesses in the town also ran in-house discounts and promotions.

Hertford Regional College were heavily involved on the day with students modelling, providing hair and makeup, running a pop-up photo booth and also running a shop.

In addition to being one of the sponsors of the event, Nuffield Health ran free taster treatments and a special raffle.

Local businesses donated a wide range of gifts and vouchers which were given out during show slots and following the prize draw.

The event saw visitors throughout the day with the majority of visitors being family members of the children modeling children's wear. With it being an extremely hot day, numbers were not as strong as they could have been in the town centre.

Beautiful Hertford was a trial concept for 2017 having been frequently requested by the Hertford traders. Feedback from sponsors is that they did not see enough return on investment with other traders commenting that the date fell mid-season for their stock. Some key retailers involved with the event have since closed.

Overall there were many positives to the event, however given the feedback recorded above the Town Centre Officer has decided to prioritise other events and projects for 2018 and therefore will not be recommending to repeat the event next year.

It is hoped that Hertford Regional College can work with the Town Centre Officer on future projects and work closely with the Fashion, Beauty and Lifestyle traders on the new traders competition and future initiatives.

Carnival at the Castle – Sunday 25th June

Sponsored by V & S Scaffolding, Abel of Hertford, Attwaters Jamison Ltd, Barclays and Network Homes.

The event, organized by Hertford Rotary with support from Hertford Town Council, was well attended and raised funds for Isabel Hospice and Carers in Hertfordshire, supporting Young Carers. The total net profit raised for charity is yet to be confirmed by the Rotary.

Hertford Castle Teddy Bears' Picnic - Sunday 16th June

Sponsored by Abel of Hertford and Steven Eagell

For 2017, the event expanded by using the main castle lawn and island for children's entertainment and activities. The two areas worked well as the approach prevented overcrowding on the main lawn and meant that the brass band concert and the Punch and Judy show could take place simultaneously.

The event was very well attended and feedback from stallholders, entertainers and visitors was extremely positive. Visitors remarked positively about the array and quantities of activities that were free of charge to participate in. Many families commented that they enjoyed the free water activities, balloon modeling and the activity arena.

Feedback from visitors requested that an alternative puppet show be booked for next year.

Play Day – Wednesday 2nd August

Sponsored by Hertford and Villages Children's Centres and Paradise Wildlife Park.

Despite the rain, the event was extremely well attended and footfall significantly higher within the town centre than anticipated. 494 visitors entered the Town and Tourist Information Centre on the day. Over 500 children participated in the Pirate and Princess trail.

'Family friendly' local businesses opened their doors with a wide range of free or low cost activities, which were well received, especially once the rain came half way through the event.

Puppet/magic shows, circus skills, balloon modelling and costume character appearances proved popular and many stallholders discussed their intentions to attend the event again in 2018.

An additional to the event, a 'Pirate and Princess' town centre trail was launched on the day, which ran throughout August. Traders welcomed the extra footfall in their quieter month of August. Businesses have approached the Town Centre Officer wishing to be included in future trails.

Rock at the Castle

Sponsored by McMullens Brewery as headline sponsors and Go Move as Associate Sponsor.

The charity benefitting from Rock at the Castle in 2017 was the Richard Hale School Appeal with £3559 being raised on the day.

The event was well attended over 10,000 visitors throughout the day which are similar to last year's event.

This is first year that the Council operated an alcohol policy to limit the amount of alcohol carried onto site by adults attending the event. For 2017 adult visitors were allowed to bring no more than four cans of beer/cider/mixed spirit or one bottle of wine into the castle grounds per person.

The new policy prevented alcohol being brought onto site after 4pm. Visitors were however, able to purchase alcohol from the provided bars until 7pm, until half an hour before the event finished, although one bar closed before 5pm due to selling out of drinks

The new alcohol policy was heavily advertised prior to the event. Although some negative remarks were made on social media prior to the event, the footfall figures from the event proved that it didn't put visitors off from attending. No negative remarks were made following the event about the alcohol policy.

Feedback from security on the gates of the event reported that visitors were aware of the policy.

Fewer incidents, crimes, accidents, arrests and persons being removed from site were suggested to be a result from the implemented alcohol policy.

Although there were reports of some negative comments made on the policy, many visitors and volunteers remarked how the audience at the event appeared to be more family orientated with no intimidating or intoxicated groups being reported. It was quicker to clear the site as a result of this with less rubbish to collect and staff were able to leave site earlier than previous years.

Feedback from the Police was that the alcohol policy was effective, well managed and prevented unacceptable behaviour associated with drunkenness that had previously occurred. The event had a 'family feel' to it with local street drinkers absent from this year's didn't attend the event as a direct result of the new policy.

The Police have advised that should the Council decide not to continue with the alcohol policy in future years then it risks criticism should alcohol related disorder and behavior occur. A possible consequence of such behavior could be the premises license being revoked with the Council and responsible Officers being held responsible.

It is therefore recommended by Officers to continue with the implemented alcohol policy in place for next year's event and to not make any amendments to the existing policy.

Hertford Castle Open Air Cinema - Friday 25 & Saturday 26th August

Sponsored by Thomas Childs and The Auto Agency.

On Friday 25th August, Mamma Mia was screened at Hertford Castle. The event sold out with 1200 tickets being sold with an additional 50 visitors located in the VIP tent.

It is suggested that for next year a maximum of 1100 tickets be sold for the event to accommodate for visitors to spread out as picnics have evidently expanded year on year. By limited the capacity to 1100, it also gives additional

space for visitors to navigate to the toilets and food stalls during the event.

On Saturday 26th August, it was scheduled for Indiana Jones, Raiders of the Lost Ark to be screened at Hertford Castle. Unfortunately the Council was incorrectly informed that the license for the film had been granted. This resulted in the Council having to change the film to Pirates of the Caribbean The Curse of the Black Pearl. Visitors who had purchased tickets to Indiana Jones were offered to swap their ticket to attend the new film choice or alternatively be issued with a refund. 148 refunds were issued and 15 customers exchanged their tickets for tickets for the Mamma Mia screening. This interestingly highlighted that the choice of film was crucial to the success of ticket sales.

The total number of tickets sold for the film was 636, with 26 tickets sold on the evening at the gates.

Hertford Town Council will take ownership of ensuring film licenses are granted for future years to ensure this incident isn't repeated.

Picnic tables will be banned for future years and the terms and conditions of the purchased tickets will be enhanced.

Hertford Heritage Weekend – Saturday 9th & Sunday 10th September

Event Partners are Celtic Harmony. Event Sponsored by Steven Eagell Lexus and Toyota

To support traders, activities and entertainment was organised on Saturday 9th September as Celtic Harmony staff walked around the town dressed as warriors. The organisation also allowed the public to try on armoury and participate in craft activities in Parliament Square.

In comparison to other town centre events, this element of the Heritage Weekend was organised solely by Celtic Harmony.

Hertford Castle opened to the public on Sunday 10th September and held a medieval encampment including warrior battles, falconry display and archery on the castle lawn. This event was well attended by the public and saw over 1400 visitors through the castle doors.

In addition, a Hertford Heritage Photo Trail ran from Saturday 2nd – Sunday 10th September where the public were able to view historical photographs of Hertford's well known buildings.

Hertford Food and Drink Festival – Friday 6th – Sunday 8th October

Sponsored by the McMullen Brewery, Clover Kitchens and Steven Eagell Lexus and Toyota.

Many traders will be participating in the Hertford Food and Drink Festival offering promotions, activities, new events and entertainment during the weekend festivities.

The media launch was held at McMullen's Brewery on 6th September where the Mayor launched the event and those attending were able to go on a 'Cooking with Beer' interactive session.

The event programme has been widely publicised and it is anticipated that the event will prove popular with visitors.

Go Hertford This Christmas – Friday 24th & Saturday 25th November

Sponsored by Go Move and Specsavers

Planning for the Christmas Gala is well underway, with stalls already sold out for the Friday event.

Christmas Markets will once again take place on Market Place and Fore Street with Maidenhead Street being used for the first time as a Christmas market area during this event.

The Town Centre Officer has been inundated with requests from local groups and individuals to perform on the Main Stage, providing new groups with a platform for performance.

The Saturday event will once again feature a wide range of offers from local businesses but to entice the shoppers to stay longer in town, more entertainment will be offered. Plans include a Giant Snow Globe, Mulled Wine stand, live music and special Meet and Greet sessions with characters from “Frozen”.

Due to popular demand, the Elf Trail will run once again over the festive season with a few changes to keep the trail fresh.

3. RECOMMENDATIONS

It is **RECOMMENDED** that:

- a) The Committee agrees to implement the existing alcohol policy used for Rock at the Castle 2017 for future years.
- b) The Committee **notes** the report.

Report by Melissa Reynolds, Marketing and Events Manager

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REPORT TO A MEETING OF THE DEVELOPMENT AND LEISURE COMMITTEE – 2ND OCTOBER 2017**AGENDA ITEM 6(c) - 2018 EVENTS PROGRAMME****1. PURPOSE OF THE REPORT**

To provide the Committee with a proposed 2018 events programme.

2. 2017 EVENTS PROGRAMME

Event Title	Event Date
Herford Arts Festival	Friday 7 th April – Sunday 7 th May
Launch of the Hertford Arts Festival	Friday 7 th April
Hertford Arts Festival Trail	Saturday 8 th April – Sunday 7 th May
Street Arts Festival	Saturday 22 nd April
Hertford Castle Craft Market and Open Day	Sunday 7 th May
Cars at the Castle	Sunday 4 th June
Beautiful Hertford	Saturday 17 th June
Carnival at the Castle	Sunday 25 th June
Hertford Castle Teddy Bears' Picnic	Sunday 16 th July
National Play Day	Wednesday 2 nd August
Rock at the Castle	Sunday 6 th August
Discover Hertford Castle Tours and Brass Band Concert	Sunday 20 st August
Hertford Castle Open Air Cinema, Mamma Mia	Friday 25 th August
Hertford Castle Open Air Cinema Pirates of the Caribbean	Saturday 26 th August
Hertford Heritage Day	Saturday 9 th September
Heritage Day at Hertford Castle	Sunday 10 th September
Hertford Food and Drink Festival	Friday 6 th – Sunday 8 th October
Hertford Food and Drink Festival – town centre	Saturday 7 th October
Hertford Castle Beer and World Food Festival	Sunday 8 th October
Hertford Christmas Gala	Friday 24 th November
Think Christmas Think Hertford	Saturday 25 th November

3. PROPOSED 2018 EVENTS PROGRAMME

After a successful 2017 events season, it is proposed to continue with the majority of events held with the exception of the Beautiful Hertford Event detailed in the Events 2017 report.

APRIL**Hertford Arts Festival**

The annual Hertford Arts Festival will run from Friday 6th April – Sunday 6th May to showcase and promote the local arts. This event will overlap with the Hertford Arts Society Exhibition 6th – 19th May, Theatre week, and Hertford Arts Society Exhibition 1th – 28th April.

Hertford Arts Festival Launch at Hertford Castle

Friday 6th April 18.00 – 20.00 – Ticket price £5 each to include a complimentary glass of sparkling wine. 50% of the ticket price will go to the Mayor of Hertford's Charity.

This charity event will showcase a preview of artist's work taking part in the Hertford Art Trail. The launch evening will give the public an opportunity to view a spectacular art exhibition in the Hertford Castle Downshire Suite. Artists will be on hand to present and answer queries about their work that will also be for sale.

Tickets are available to purchase for £5 from Hertford Town & Tourist Information Centre, alternatively tickets can be purchased on www.eventbrite.co.uk for £5 plus an administration fee.

Hertford Arts Festival Trail

Saturday 7th April until Sunday 6th May - Free Entry

The public will have free admission to over 25 pop up art exhibition venues around Hertford, in shops, cafes etc. The artwork on display will range from sculpture to textile, oil on canvas to watercolour and the majority of the art is available to purchase. The trail map will be available to download from www.gohertford.co.uk or a hard copy will be available from the Town & Tourist Information Centre.

Hertford Street Arts Festival

Saturday 21st April 11:00 – 16.00 - Free Entry (small charge for workshops)

Following on from the success of last year's event, this event celebrates the artistic talent of the County Town. From Graffiti Workshops to street performers, live music to craft workshops, the streets will be alive with colour, creativity and sound.

MAY

Hertford Castle Craft Market & Open Day part of the Hertford Arts Festival

Sunday 6th May 12:00 - 16:00 - Free Entry, Charity Donations Welcome

To mark the end of the Hertford Arts Festival, Hertford Castle will open its doors to the public for the first time this year. Visitors are welcome to explore the Castle Gatehouse and grounds free of charge. Up to 50 craft stands will exhibit an array of handmade assortments from jewellery to homeware, homemade produce to vintage clothing.

Children will be able to get creative with a variety of craft based activities, many which are free of charge.

JUNE

Cars at the Castle

Sunday 3rd June 12noon – 16.00 – Free Entry

The castle lawn will be home to an array of cars for the afternoon. From modern to vintage styles, visitors will be able to walk around the grounds looking at the different vehicles. The castle would also be open for and this additional event would mean that the Castle is open every 3 to 4 weeks over the summer period.

Hertfordshire Music of Festival (HFoM)

Sunday 10th – 16th June

The organisers of Hertfordshire Music of Festival have contacted Hertford Town Council to ask if the Council would be interested in entering into a partnership with the festival organisers for 2018.

Hertfordshire Music of Festival currently receives a community grant from Hertford Town Council to put on a ticketed classical music festival.

The 2017 festival had an audience of 570 paying customers and held eight events over three days in the county town.

The proposed 2018 event is aimed at attracting a potential audience of 2100 visitors by holding 14 events over six days.

Hertfordshire Music of Festival would require Hertford Town Council to offer the following services/support in order for the Council to be branded as partners/sponsors (title not confirmed).

- The Town and Tourist Information Centre would sell tickets on behalf of HMoF so long as customers would be able to purchase tickets online through the www.hertford.gov.uk website and that allocated seating would be available. (See TTIC Report) Hertford Town Council would retain the commission from ticket sales.
- Hertford Town Council would be required to assist with sourcing, placement and co-branding of 'street pianos'.
- Hertford Town Council would assist with locating sites for banner advertising if possible around the town centre, ideally located across the town where the Christmas Lighting is fixed.
- Hertford Town Council would offer the Hertford Castle Downshire Suite as a location to be used on the HMoF event.

It is proposed that the ticketed event to be held at the Castle would be on Sunday 10th June and run from 8pm – 9.30pm.

Carnival at the Castle – Hertford Castle Fun Day

Sunday 24th June 12:00 - 17:00 - Free Entry, Charity Donations Welcome

Hertford Town Council in partnership with Hertford Rotary will organise Carnival at the Castle. Live entertainment throughout the day will get visitors into the carnival at the castle spirit. Over 50 stands will exhibit on the castle lawn offering clothes for sale to bric a brack, funfair games to raffles and charity stands. Hertford Castle will be open for visitors to explore and the charity event is free of charge to attend.

Due to the lack of the 'Carnival' procession, it has been suggested by many visitors that the event name change to 'Hertford Castle Fun Day'. Hertford Rotary have been consulted on the name change and although they understand that the event name could appear misleading, they would prefer not to change the name of the event as it has gained recognition and repeat visitors year on year.

The Committee is asked to decide whether to retain the name, or what new name the event should have.

Note: Ware Town Council is running its Carnival on Saturday 7th July 2018.

Hertford Castle Teddy Bears' Picnic with Brass Band Concert & Fun on the Water
Sunday 15th July 12.00 – 16.00 – Free Entry, Charity Donations Welcome

Families and friends are invited to attend the annual Teddy Bears' Picnic held in the Castle Grounds. Children are urged to bring along a teddy, join in a bear hunt, teddy bear parade and watch the Punch and Judy show.

A live brass band concert will perform for visitors to enjoy and Hertford Castle will be open to the public. Hertford Canoe Club will be running free water activities on the River Lea for children and adults to take part in.

AUGUST

Hertford Play Day

Wednesday 1st August 11.00 – 16.00 Free entry (some small charges apply)

After the success of the 2017 event, it is proposed to continue organising Hertford Play Day again as part of the National initiative. The Town Centre will be filled with stalls and activities, providing a low cost day of family entertainment for locals and visitors alike.

Local businesses will once again be approached for involvement, including another Summer Trail over the month of August, making this a feel good community event.

Rock at the Castle

Sunday 5th August 12:30 - 19:30 - Free Entry, Charity Donations Welcome

This well established free music festival takes part in the grounds of Hertford Castle. Four music stages surround the Castle where live bands, musicians and acoustic acts play to the public. From Rock to Folk, Indie to Pop, this music festival has something for everyone. Food stalls and pop up bar available for refreshments.

Note: Standon Calling is on the 26th – 29th July and Rock at the Priory will be held in July. See events update report for further information on the proposed 2017 event.

Hertford Castle Tours & Brass Band Concert

Sunday 19th August 12:00 – 16:00 - Free Entry, Charity Donations Welcome

Hertford Castle will open its doors once again and run its annual guided tours of both the castle and its walls. As in previous years a brass band concert will take place on the lawn.

The event will include a couple of stall holders who could provide refreshments, such as afternoon tea (this could be done by a charity, Mudlarks for example), some gardening themed stalls with items for sale, or gardening advice from the Town Council allotment Officer and allotment holders.

Hertford Castle Open Air Cinema

Friday 24th August and Saturday 25th August

Film choice TBC Tickets Priced at £7 per evening per person

Gates Open at 19:00 Film Starts at 20:30

Hertford Castle will host two Open Air Cinema screenings with the Castle as its backdrop. Spectators can bring along picnic chairs, snacks and sit back to relax and

enjoy the movie underneath the stars. Refreshments available. This spectacular evening sold out last year so tickets must be purchased in advance. Tickets will be available from Hertford Town & Tourist Information Centre or by calling 01992 584322.

The following films are proposed as the shortlist for 2018:

- Ghostbusters (PG)
- La La Land (12A)
- The Goonies (PG)
- Big (PG)
- Grease (PG)
- Dirty Dancing (12A)
- Jurassic Park (PG)

The proposed films have been recommended by Film Bank and also the appointed cinema company who have been used year on year.

A final shortlist will be promoted through a press release and on social media for the public to vote choose the two films to be screened at Hertford Castle.

SEPTEMBER

Hertford Heritage Weekend

Saturday 8th – Sunday 9th September

Saturday 8th September

Local groups will put on displays of traditional arts, historic buildings will open their doors to the public and there will be an opportunity to take part in various trails and walks, discovering the history and heritage of Hertford town.

Sunday 9th September

Free Entry, Charity Donations Welcome

As part of National Heritage Weekend, Hertford Castle will open its doors to the public free of charge. Visitors will be able to explore the basement, dungeons, Robing Room and Downshire Suite. The Castle lawn will host a medieval encampment, medieval battles, falconry and much more.

OCTOBER

Hertford Food and Drink Festival - Friday 5th - Sunday 7th October

Friday 5th October

Head to Hertford to take part in a variety of cookery classes held in selective restaurants in Hertford Town Centre. Alternatively, purchase tickets for a pub tour including beer tasting!

Saturday 6th October

If you're a 'foodie', then Hertford Town is the place to be. See the town come to life with farmers and charter markets, live cookery demonstrations, free tasters and even a few celebrity chefs!

Hertford Castle Beer & World Food Festival

Sunday 7th October

12noon – 18:00 Free Entry, Charity Donations Welcome.

Picture the Hertford Castle grounds filled with a multitude of world food stalls from

Italian to Chinese, Thai to Mexican. The Castle beer festival will be contained in a large marquee on the lawn offering a variety of local and national beers, ales and cider. With live music, entry into the Castle, food and drink, this is an event not to be missed.

Hertford Christmas Gala

Friday 23rd November – Saturday 24th November

Go Hertford This Christmas

Friday 23rd November

15.30 – 20.00

The annual Christmas Gala event will take place on Friday with Christmas markets, street entertainment, performance stage, petting reindeer and stalls, Christmas grotto and Christmas tree light switch on.

Think Hertford, Think Christmas

Saturday 24th November 10:00 – 16.00

Businesses will be encouraged to offer special tasters and discounts instore, to entice shoppers into the Town Centre.

The Town Centre will be alive with entertainment, grottos and giveaways, with the aim of building the Christmas Gala into more of a two day extravaganza.

5. RECOMMENDATION

It is **RECOMMENDED** that:

- a) The Committee is asked to decide what the proposed event held on Sunday 24th June 2018 should be called.
- b) The Committee decide whether they would like to go into partnership with Hertfordshire Festival of Music. Note that the approved online ticketing system is not able to offer allocated seating and a proposal to enhance this is covered in the TTIC report as an additional cost.
- c) The Committee consider the proposed events programme and agree an events programme for 2018.
- d) The Committee note the report.

Report by: Melissa Reynolds, Marketing and Events Manager

REPORT TO A MEETING OF THE DEVELOPMENT AND LEISURE COMMITTEE
2ND OCTOBER 2017

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. NON EVENT TOWN CENTRE PRIORITIES

Christmas Lighting

Following agreement from Council, the Town Centre Officer, HCC and the Contractor have met to discuss plans for 2017 and all parties are happy to proceed. The Town Centre Officer has agreed with HCC that no fee will be charged for the installation of the two feeder pillars, thus saving the handling fee from the Contractor.

The Contractor has agreed to apply a 10% discount to the quote, which was approved at the previous D&L Committee. This will save the Council £600.

The Town Centre Officer will continue to liaise with all parties to ensure all works are carried out on time.

Free town centre Wi-Fi

During June, 4434 unique users accessed the Wi-Fi, in July this number dipped slightly to 4417 but then increased in August to 4902. Figures show that the daily average number of visitors has also increased, from 461 to 553.

Figures show that Maidenhead Street received the highest monthly usage throughout the three months.

Twelve Listed Building Consent applications have been submitted to East Herts Planning Department, following a delay in information from the Contractor and the inclusion of additional points to benefit the coverage. Installation of boxes on the non-listed building points at Hertford Theatre and Intersport are imminent.

The Town Centre Officer has clarification from the Contractor that there will be no extra charge for the newly identified additional points.

Support to town centre businesses

Due to heavy workload, the Town Centre Officer has been unable to progress further with the planning of the town centre competition that will replace the Cheerful Trader Competition. A report will be submitted to the December Development and Leisure Committee.

It is still proposed that the awards will replace the Cheerful Trader Competition and that they will run in June/July 2018, with the public able to cast their votes using forms and via Survey Monkey.

It is also suggested that the Hertford Entrepreneur of the Year Awards will be included in the town centre competition.

3. RECOMMENDATION

It is **RECOMMENDED** that:

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

Report by Nikki Smith, Town Centre Officer

**REPORT TO A MEETING OF THE DEVELOPMENT AND LEISURE COMMITTEE –
2ND OCTOBER 2017**

AGENDA ITEM 7(e) – HERTFORD ENTREPRENEURS

1. PURPOSE OF THE REPORT

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

2. HERTFORD ENTREPRENEUR OF THE YEAR AWARDS

It is proposed that the Hertford Entrepreneur of the Year Awards will take place during the Hertford Retailers Competition that is scheduled to take place in June/July 2018. Further information on the Hertford Entrepreneur of the Year Competition will be reported to this Committee in December.

3. HERTFORD ENTREPRENEUR EVENTS

The last Hertford Entrepreneurs event took place on Thursday 29th June at Hertford Castle. The free event looked at 'Brexit and its Impact on Local Businesses'. The guest speaker was Peter Harris the Co-Founder and Development Director of Hotel Chocolat.

Despite a topical subject matter and an inspirational guest speaker, unfortunately the event was poorly attended with only 13 visitors of which 4 were Hertford Entrepreneurs Committee members.

4. UPCOMING EVENTS

Mark Williams, the Director of Sales Mind has been secured as the guest speaker at the next Hertford Entrepreneurs event. The event will take place at Hertford Castle on Thursday 19th October.

The topic will be 'Developing a Winning Mindset' and the event will start with networking at 6.30pm followed by an hour presentation from 7pm. The networking hour has been reduced to half an hour.

5. RECOMMENDATIONS

It is **RECOMMENDED** that:

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

Report by: Melissa Reynolds, Marketing & Events Manager

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**REPORT TO A MEETING OF THE DEVELOPMENT AND LEISURE COMMITTEE –
2ND OCTOBER 2017**

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

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

Table 1

Budget	Description	Apr'16-Aug'16 £	Apr'17-Aug'17 £
4200	DS Hire – Weddings & Receptions	21,089	27,520
4201	DS Hire – Corporate Hire	4,709	6,880
4202	DS Hire – Private Hire	4,264	3,010
4210	DS Catering	3,364	5,152
	Total	33,426	42,562

Income from wedding hire over the last fifteen years is shown below. The average annual income during this period has been £20,461.

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 all of the bookings taken for the 2017/2018 financial year.

Wedding ceremonies and reception hire bookings continue to be taken for the 2017/18 financial year, which is a promising sign for the **future viability** of the venue.

<u>Date</u>	<u>Ceremony Package</u>	<u>Hours</u>	<u>Total</u>
Friday April 2017	Ceremony Deposit Retained*	n/a	£140
Thursday April	Ceremony & Reception	7.5	£2475
Saturday April	Deluxe Ceremony	n/a	£825
Saturday April	Deluxe Ceremony	n/a	£825
Saturday April	Deluxe Ceremony	n/a	£825
Tuesday May	Deluxe Ceremony	n/a	£525
Friday May	Ceremony & Reception	3	£1350
Friday May	Ceremony & Reception	7	£2100
Friday May	Deluxe Ceremony	7.5	£2387.50
Saturday May	Deluxe Ceremony & Reception	1	£1125
Saturday June	Ceremony & Reception	4	£1875
Saturday June	Ceremony Deposit Retained*	n/a	£190
Saturday June	Deluxe Ceremony	n/a	£950
Friday June	Ceremony Deposit Retained*	n/a	£155
Tuesday June	Ceremony	n/a	£550
Wednesday June	Simple Ceremony	n/a	£400
Friday July	Simple Ceremony	n/a	£650
Saturday July	Deluxe Ceremony	n/a	£950
Friday July	Simple Ceremony	n/a	£650
Saturday July	Deluxe Ceremony	n/a	£780
Saturday July	Reception Only	7	£1900
Monday July	Deluxe Ceremony	n/a	£550
Monday August	Simple Ceremony	n/a	£400
Saturday August	Ceremony & Reception	1	£990
Saturday August	Deluxe Ceremony	n/a	£950
Tuesday August	Simple Ceremony	n/a	£400
Saturday August	Simple Ceremony	n/a	£750
Sunday August	Deluxe Ceremony	n/a	£900
Tuesday August	Simple Ceremony	n/a	£400
Saturday September	Ceremony Deposit Retained*	n/a	£250
Friday September	Ceremony & Reception	6.5	£2275
Saturday September	Deluxe Ceremony	n/a	£950
Saturday September	Deluxe Ceremony & Reception	1	£1250
Friday September	Reception	7	£1750
Saturday September	Deluxe Ceremony & Reception	1	£1300
Saturday October	Deluxe Ceremony	n/a	£800
Sunday October	Deluxe Ceremony & Reception	3	£1800
Saturday November	Ceremony Deposit Retained*	n/a	£100
Thursday December	Simple Ceremony	n/a	£550
Saturday December	Simple Ceremony	n/a	£650
		Total	£38,642.50

*Deposits retained because of a cancellation

An additional £5,000 has been secured from customers opting to supply their own alcohol and pay a set corkage fee. Further revenue (not shown) has been achieved by upselling additional items such as Wine and Prosecco.

Table 3 provides bookings taken during the 2018/19 financial year. The price increase for 2018/19 has not impacted on bookings.

<u>Date</u>	<u>Ceremony Package</u>	<u>Hours</u>	<u>Total</u>
BH Monday April	Reception	8	£2800
Friday May	Simple Ceremony	n/a	£600
Saturday May	Ceremony & Reception	6	£2350
Saturday May	Deluxe Ceremony	n/a	£1000
Sunday May	Deluxe Ceremony & Reception	3	£2250
Tuesday May	Simple Ceremony & Reception	6	£1600
Friday May	Ceremony & Reception	7.5	£2287.50
Friday May	Simple Ceremony	n/a	£600
Friday June	Deluxe Ceremony	n/a	£900
Saturday June	Deluxe Ceremony	n/a	£1200
Friday June	Simple Ceremony	n/a	£700
Tuesday June	Simple Ceremony	n/a	£500
Friday June	Ceremony Deposit Retained*	n/a	£140
Friday August	Deluxe Ceremony	n/a	£900
Saturday August	Deluxe Ceremony	n/a	£1200
Saturday August	Simple Ceremony	n/a	£900
Friday October	Simple Ceremony & Reception	6.5	£2,225
		TOTAL	£22,152.50

Bookings are already being taken for 2019 and 2020 totaling an income (projected or received) of £6500. Proposed prices for weddings in 2019 and 2020 will be submitted to the December meeting of Committee.

Weekend bookings for Wedding Ceremonies, Receptions and Private hire has continued to increase and within the first six months of the current financial year the venue has been operational for 75% of the available weekends. On many weekends there have been several different functions and this had been made possible by the successful recruitment of additional weekend officers.

The venue has also seen an increase in weekday Wedding Ceremonies and Receptions due to the competitive pricing structure.

Table 4 shows bookings taken for private hire at Hertford Castle for 2017/2018 financial year.

<u>Date</u>	<u>Event</u>	<u>Reception Hours</u>	<u>Total</u>
Saturday April	Private Party	6 (Downshire)	£900
Friday April	Wake	3 (Single Room)	£180
Tuesday May	Wake	2 (Single Room)	£80
Sunday June	Christening Party	7 (Downshire)	£780
Saturday July	Birthday Party	4 (Single Room)	£360
Thursday July	School Event	4 (Downshire)	£400
Saturday July	Birthday Party	3 (Single Room)	£300
Sunday August	Wedding Anniversary Party	6 (Downshire)	£900
Saturday September	Birthday Party	6 (Downshire)	£900
Saturday September	Christening Party	4 (Downshire)	£600
Saturday September	Birthday Party	7 (Downshire)	£862.50
Sunday October	Christening Party	4 (Downshire)	£525.00
Saturday October	Birthday Party	5.5 (Downshire)	£750
Saturday October	College Reunion	5 (Single Room)	£500
Saturday October	Engagement Party	7 (Downshire)	£900
		Total	£8,937.50

Further revenue (not shown) has been achieved by upselling additional items such as Wine and Prosecco.

Over the last couple of months, corporate hire bookings have increased following the successful approach to local businesses, some of which have resulted in repeat bookings.

In addition, further revenue (not shown) has been secured by upselling additional items such as buffet lunches, refreshments and equipment hire.

Table 5 details corporate hire bookings during the 2017/2018 financial year. (See next page)

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<u>Date</u>	<u>Event</u>	<u>Reception hours</u>	<u>Total</u>
Tuesday April	Meeting	6.5 (Single Room c)	£130
Tuesday April	Presentation	4 (Single Room)	£160
Wednesday April	Meeting	6.5 (Single Room c)	£130
Wednesday April	Presentation	8 (Downshire)	£522
Thursday April	Meeting	6.5 (Single Room c)	£130
Friday April	Interviews	3 (Single Room c)	£60
Friday April	MP Surgery	2 (Downshire)	£120
Monday May	Retirement Presentation	3.5 (Single Room)	£190
Tuesday May	Meeting	3.5 (Single Room c)	£70
Wednesday May	Meeting	6 (Single Room)	£240
Tuesday May	Film Presentation	5.5 (Single Room)	£550
Tuesday June	Meeting	4 (Single Room)	£160
Wednesday June	Meeting	2.5 (Single Room)	£100
Wednesday June	Meeting	4.5 (Single Room)	£200
Friday June	Presentation	8.5 (Downshire)	£550
Thursday June	Presentation	4 (Single Room)	£160
Tuesday June	Presentation	2.5 (Single Room)	£150
Thursday June	Interviews	1 (Single Room)	£20
Wednesday July	Interviews	2 (Single Room)	£40
Wednesday July	Meeting	2.5 (Single Room)	£100
Tuesday July	Meeting	5 (Single Room)	£200
Friday July	Corporate Celebration	8 (Downshire)	£620
Tuesday August	Corporate Celebration	2 (Single Room)	£120
Wednesday August	Interviews	8 (Downshire)	£480
Thursday August	Meeting	2 (Single Room)	£80
Thursday August	Interviews	8 (Downshire)	£480
Monday September	Interviews	8 (Downshire)	£480
Friday September	MP Surgery	2 (Downshire)	£120
Tuesday September	Interviews	8 (Downshire)	£480
Tuesday September	Meeting	2 (Single Room)	£40
Thursday September	Meeting	7.5 (Downshire)	£300
Wednesday October	Corporate Evening	3 (Single Room)	£180
Tuesday October	Corporate Evening	3 (Single Room)	£180
Tuesday November	Educational Workshop	8 (Single Room)	£320
Friday November	MP Surgery	2 (Downshire)	£120
Wednesday March	Educational Workshop	8 (Single Room)	£320
		TOTAL	£8302

MILL BRIDGE ROOMS (MBR)

Bookings for the Mill Bridge Rooms have increased further on last year's income and dramatically since the refurbishment carried out in February and March 2015.

Budget	Description	Apr'16- Aug'16 £	Apr'17-Aug'17 £
4400	Mill Bridge Room Income	6,024	6,516

3. RECOMMENDATIONS

It is **RECOMMENDED** that

The Committee **notes** the report.

Report by:

Melissa Reynolds, Marketing & Events Manager
Jackie Haynes, Private Hire & Functions Co-ordinator
Stephen Davies, Finance Manager

REPORT TO A MEETING OF THE DEVELOPMENT AND LEISURE COMMITTEE
= 2ND OCTOBER 2017

AGENDA ITEM 8(b) – FRIENDS OF HERTFORD CASTLE – CASTLE TOURS

1. PURPOSE OF THE REPORT

To consider a proposal to charge for private castle tours excluding school visits and open days.

2. BACKGROUND

Hertford Castle is used as the Town Council Offices and is not generally open to the public. The castle can be hired by the public for private functions, weddings and corporate meetings. The only other time in which the public are able to explore the castle is during castle open days or when booked for a private tour.

3. STAFFING AND RELATED COSTS OF PRIVATE TOURS

A private tour of Hertford Castle must be booked in advance and is available for a maximum of 40 people. Tours for up to 20 visitors require one Guide and one Facilities Officer to be on duty. Tours for up to 40 visitors require two Guides and one Facilities Officer.

The Guides are made up of the Friends of Hertford Castle (FoHC) volunteers who generously give of their time to provide tours of Hertford Castle Gatehouse.

During a weekday, only six Guides are available to conduct Castle Tours, of which two of the Guides will only take adult tours (non school tours).

An Officer is required to be on site whilst a castle tour takes place and often required to set rooms a specific way for castle open days which is a cost to the Council. Likewise, if an Officer is to be on site for an evening or weekend tour, this is an additional expense not covered by the hirer.

In addition to the Officer costs incurred, the administration costs of organising the tour are not covered. Tours are organised between the Castle reception to check availability and the TTIC who liaise with the hirer and the FoHC.

Tours will usually last an hour and tend to be booked in the middle of the day. This has meant that on occasion, the Town Council has missed out on a lucrative private hire/corporate hire booking.

4. BOOKING PROCEDURE FOR PRIVATE TOURS

The current situation is that anyone is able to book a castle tour.

Tours are free of charge to schools and charities from 9am – 5pm. Outside of these working hours, the charity or school is required to make a minimum donation of £30 to the Mayor of Hertford's Appeal Fund.

For anyone else wanting to book a castle tour, a minimum donation of £30 to the Mayor of Hertford's Appeal Fund is required regardless of the day of the week or time.

5. PROPOSED CHANGES

It is proposed that the Town Council offer free guided tours to charities and schools between Monday – Thursday at the set times of tours starting at 9.30 a.m., 10.00 a.m. or 3.30 p.m. and at no other times.

The reason Friday is excluded from this proposal is to accommodate for weddings, which are increasing in popularity on this day of the week. The proposed set times mean that other venue hire bookings can be secured at other times of the day when they do not coincide with a tour.

Should a booking enquiry be taken for a time that a free tour is scheduled, then Hertford Town Council reserves the right to reschedule a charity or school booking within 5 working days' notice of the scheduled tour. The terms and conditions of the free tour booking will need to include this stipulation.

For private tours to groups that are not charities or schools, it is proposed that the organisation booking the tour be required to pay the going private hire rate advertised online which is £60 per hour Monday – Friday 9am – 5pm (except the times specified as above), £100 per hour Monday – Friday after 5pm and £150 per hour Saturdays/Sundays/Bank Holidays.

It is suggested that 50% of the income from the private tour would go to the Mayor of Hertford's Charity Appeal Fund and 50% of the income would go towards the venue hire income budget to cover the running costs of the castle, staffing and administration costs.

The costs associated with organising and running a tour are as follows:

- £13.31 for an Officer to be on site during the tour – costs may increase if paying time and a half or double time on a Sunday.
- £13.31 to allow time for an Officer to open and close the Castle and allow additional time to clear rooms if required. This cost may increase depending if there has been a large-scale function the evening before which requires additional time to clear from.
- Approximately an additional £15 administration cost for Officer time to book in a FoHC, time liaising with the client, checking availability, sending out booking forms etc.

As an example, if a tour was booked for on a weekday evening after 5pm, a net profit of approximately £59 would be retained, of which £29.50 would go to the Mayor of Hertford's Appeal Fund and £29.50 would go into the venue hire income budget.

7. RECOMMENDATIONS

- a) It is recommended that the Committee **approve** the proposed changes.
- b) The Committee **notes** this report.

REPORT TO A MEETING OF THE DEVELOPMENT AND LEISURE COMMITTEE - 2 OCTOBER 2017

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 AUGUST 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 Aug 2016	Jan to Aug 2017	Difference	% Inc/(Dec)
AL	Alarm action	4	7	3	75.0%
AB	Abduction	0	1	1	N/A
AF	Affray	26	22	(4)	(15.4%)
AR	Arson/fire	4	1	(3)	(75.0%)
AS	Assault/robbery/offensive weapon	27	35	8	29.6%
B	Burglary	0	2	2	N/A
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	6	9	3	50.0%
D	Deception	0	3	3	N/A
DO	Domestic	10	2	(8)	(80.0%)
DR	Drug related	17	13	(4)	(23.5%)
EM	Emergency inc.	1	1	0	0.0%
FA	False Abandoned/999 Call	1	0	(1)	(100.0%)
HSP	Handling Stolen Property	1	0	(1)	(100.0%)
INI	Indecency	5	0	(5)	(100.0%)
LIT	Littering/Flytipping	0	0	0	N/A
MI	Missing Person/welfare concern	41	39	(2)	(4.9%)
MU	Murder/sudden death	0	0	0	N/A
NU	Nuisance / Disorder	10	19	9	90.0%
O	Other	4	6	2	50.0%
P	Police request	2	6	4	200.0%
PO	Police or other operation	0	1	1	N/A
POD	Public order / drunkenness	39	29	(10)	(25.6%)

Code	Type	Jan to Aug 2016	Jan to Aug 2017	Difference	% Inc/(Dec)
PUB	Public request	0	1	1	N/A
PUR	Purse dipping	0	0	0	N/A
RA	Racial abuse	0	2	2	N/A
RAP	Rape	1	4	3	300.0%
RO	Road traffic accident	6	4	(2)	(33.3%)
SUI	Suicide	1	0	(1)	(100.0%)
SU	Suspicious activity	18	17	(1)	(5.6%)
TH	Theft /shoplifting	17	23	6	35.3%
TR	Traffic offences	13	6	(7)	(53.8%)
UA	Unauthorised Access (Trespass)	1	1	0	0.0%
VE	Vehicle crime	1	1	0	0.0%
WA	Warrant or wanted	9	11	2	22.2%
		268	269	1	0.4%

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 an increase of 0.4% in the number of incidents recorded compared to the same period from 2016.

4. ARRESTS - JANUARY TO AUGUST 2017

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

Code	Type	Jan to Aug 2016	Jan to Aug 2017	Difference	% Inc/(Dec)
AF	Affray	15	14	(1)	(6.7%)
AR	Arson/Fire	3	0	(3)	(100.0%)
AS	Assault/robbery/offensive weapon	18	29	11	61.1%
ATT	Attention kept	0	0	0	N/A
B	Burglary	0	1	1	N/A
BRE	Breach of bail	0	1	1	N/A
CR	Criminal damage	3	8	5	166.7%
D	Deception	0	2	2	N/A
DO	Domestic	2	0	(2)	(100.0%)
DR	Drug related	14	5	(9)	(64.3%)
HSP	Handling Stolen Property	4	0	(4)	(100.0%)
INI	Indecency	2	0	(2)	(100.0%)
MI	Missing Person/welfare concern	1	0	(1)	(100.0%)
MU	Murder/sudden death	0	0	0	N/A
NU	Nuisance / Disorder	0	2	2	N/A
O	Other	1	1	0	0.0%
P	Police request	1	1	0	0.0%
PO	Police or other operation	0	1	1	N/A
POD	Public Order / Drunkenness	13	9	(4)	(30.8%)
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%
SU	Suspicious activity	0	3	3	N/A
TH	Theft /shoplifting	8	16	8	100.0%
TR	Traffic offences	3	2	(1)	(33.3%)
WA	Warrant or wanted	7	8	1	14.3%
		96	106	10	10.4%

The statistics for 2017 show an increase of 10.4% in the number of arrests recorded compared to the same period from 2016.

5. TAXI MARSHALS

The CCTV Control Room have confirmed the Taxi Marshals were on duty on the night of Sunday 27th August (before the Bank Holiday Monday). The Marshals started their shift over an hour late on Saturday 16th September but otherwise have consistently logged in by 10.30pm on Friday and Saturday nights.

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 August 2017.

Report by: Stephen Davies, Finance Manager

19th September 2017

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MINUTES OF THE NEIGHBOURHOOD PLAN WORKING PARTY MEETING HELD ON THURSDAY 08 JUNE 2017 IN THE ROBIN ROOM, THE CASTLE, HERTFORD

PRESENT: Councillors P Boyle, S Cousins, B Deering, Dr Jacqueline Downs

IN ATTENDANCE: Councillor Peter Ruffles; Miss Jacqueline Veater, Consultant for the Sele Neighbourhood Area Plan; Dr Maria Iancu, Project Officer

45. APOLOGIES FOR ABSENCE

None.

46. DECLARATION OF INTERESTS

None.

47. THE MINUTES

The minutes of the meeting held on 20 February 2017 were approved as a correct record and the Chairman authorised to sign the same.

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

There were no members of the public wishing to speak.

49. DISCUSSION ON THE SELE NEIGHBOURHOOD AREA PLAN

A general discussion took place regarding the policy directions that the Community Steering Group has considered as part of their work for the elaboration of the Neighbourhood Plan.

The Working Party members have discussed about the need to create safe routes for non-motorised transportation from the new developments towards the schools in Sele ward. This would extend the schools' catchment area and lead to increased subscription.

Councillor Bob Deering brought into discussion the fact that new developments in Sele ward would very much benefit from a common space for residents and that this matter can be considered in the elaboration of the Plan's policies.

The discussion then moved to updating the members on the *Fun Day* event to be organised on 22 July at St Andrew's Primary School. This is a free event for Sele residents that is organised by Network Homes. It will include information points, leisure activities and free food. Hertford Town Council will have its own stall, which will be used to present to the residents the policy directions which

are being considered for the SNAP. A large map will allow the members of the public to better visualise these options and express their views. Leaflets will be distributed to all addresses in Sele to advertise the event, which hopefully will drive a good attendance. Another consultation event will be organised by Hertford Town Council on the 18 July at Sele School's Main Hall, between 17.00 and 21.00. This will be another good occasion to detail to the members of the public about the recent work carried out for the Plan and to listen to their concerns.

The matter of proportional representation in the elaboration of the SNAP was raised during the discussions. The Project's Consultant mentioned that Sele Farm and Ladywood Estates are well represented in the Community Steering Group, however smaller estates such as Goldings, Campfield and Fordwich are under-represented. It is important that the residents in these areas are engaged to ensure that we follow the correct procedures for the elaboration of the Neighbourhood Plan. Councillor Bob Deering suggested that focussed additional leafletting should be delivered to those areas where the level of engagement or survey response has so far only been modest. Jacqueline Veater also suggested that local workshops could be organised in each of the three areas, possibly in a public establishment.

It was **RESOLVED** that:

The Neighbourhood Plan will advance according to the proposed framework.

There being no further business, the meeting closed at 18.30.

**MINUTES OF THE BENGEO NEIGHBOURHOOD PLANNING WORKING PARTY
MEETING HELD ON THURSDAY 06 JULY 2017 IN THE ROBING ROOM, THE
CASTLE, HERTFORD**

PRESENT: Councillor S Dunkley, Dr L Radford, P Ruffles

IN ATTENDANCE: Mr J Whelan, Town Clerk; Cllr A Stevenson; Ms Jacqueline Veater, BNAP Consultant; Dr Maria Iancu, Project Officer.

139. APOLOGIES FOR ABSENCE

Apologies for absence were received from Cllr Newton (convalescence).

140. ELECTION OF THE CHAIRMAN

Cllr Sally Newton was chosen as Chair of the Bengoe Neighbourhood Planning Working Party, following the proposal from Cllr Ruffles.

141. ELECTION OF THE VICE CHAIRMAN

Cllr Sue Dunkley was chosen Vice Chairman, following the proposal from Cllr Radford.

142. DECLARATION OF INTEREST

Cllr Dunkley declared an interest as member of the Hertford Club and as a house owner in Bengoe ward.

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

Cllr Radford declared an interest as member of the Hertford Club.

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

There were no members of the public wishing to speak.

144. DISCUSSION ON THE PROPOSED STRATEGY OF DEVELOPING THE BENGEO NEIGHBOURHOOD AREA PLAN – PAPER A

The Members noted the attendance list for the first community meeting that took place on 24 June 2017. They observed that there is a need to involve people from all areas of Bengoe ward in the work for BNAP. Councillor Dunkley mentioned that people from the “fringes” of Bengoe ward should be made aware that BNAP could impact them and they should have their say about the Plan’s contents. The Members agreed that the matter of proportional representation should be dealt with from the beginning of the project, otherwise people would feel deterred to join once some work has already been carried out.

It was considered the need to introduce terms and conditions for the members of the Community Steering Group. Drawing from the successful models used in Bishop's Stortford and in Beer, the Community Steering Group will establish a Chair of the group and a communications team. Members of the Community Steering Group will be asked when joining and occasionally afterwards to declare their pecuniary interests in the area of the Bengeo ward. This includes any planning applications or pre applications.

It was discussed that a close relationship between Hertford Town Council and the communication team from the Community Steering Group will ensure that the messages to the wider community (emails, leaflets, website, etc.) are suitable and accurate.

The Members requested that the Community Steering Group sends regular updates to the Working Party, in the form of minutes or brief records of the progress being made. The members of the Working Party should be allowed to attend any meeting of the future working groups. The Working Party will oversee the work for BNAP on behalf of the Town Council, including the decision whether to submit the Plan.

It was **RESOLVED** that:

Paper A is approved, subject to the aforementioned amendments.

There being no further business, the meeting closed at 15:05.

**MINUTES OF THE BENGEO NEIGHBOURHOOD PLANNING WORKING PARTY
MEETING HELD ON THURSDAY 03 AUGUST 2017 IN THE MAYOR'S PARLOUR,
THE CASTLE, HERTFORD**

PRESENT: Councillors S Dunkley, Dr L Radford, P Ruffles

IN ATTENDANCE: Cllr A Stevenson; Cllr J Goodeve, Ms J Veater, BNAP Consultant; T Carpenter, Civic Administration Manager; Dr M Iancu, Project Officer.

184. APOLOGIES FOR ABSENCE

Apologies for absence were received from Cllr S Newton (convalescence).

185. DECLARATION OF INTEREST

Apart from the declarations that have already been received in the previous meeting, Cllrs Radford and Stevenson declared an interest in the Arts Hub.

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

There were no members of the public wishing to speak.

187. DISCUSSION ON THE PROPOSED STRATEGY OF DEVELOPING THE BENGEO NEIGHBOURHOOD AREA PLAN – PAPER A

The Members noted Paper A, which gave an update on the meeting of the Bengo interim Community Steering Group. Since the Agenda was produced, a meeting of the working groups took place on 26 July. Cllr Ruffles attended the event and considered that it was excellent, as people left with the feeling of having positively contributed to the first steps of the Project.

Cllr Stevenson added that 40 people attended this event, including the trustees from the Courtyard Arts, which brings the Project forward in regards to the aim to be more inclusive of businesses and charities in Bengo ward. Still, more work is needed to achieve even better representativeness.

During the meeting of the working groups some possible themes of interest were pencilled in. These are: 1) culture, leisure and community; 2) environment and green spaces; 3) homes and development and 4) transport and traffic. Another possible group could be focussed on businesses and enterprises.

Considering these, Peter Ruffles remarked that councillors should not assume that they already know what people in Bengo community think is important to them. Jacqueline Veater added that when a survey will be organised, it is expected that hundreds of responses will be received, and that should give a better picture of the objectives and aspirations of the Bengo community.

Then the discussion focussed on Paper B and the attached examples of Neighbourhood Plans. These have been included to give Members a better understanding of the final output of a neighbourhood plan process.

These Neighbourhood Plans successfully passed examination and were approved in local referendums. They contain planning policies which are backed by thorough evidence. Both documents also contain an Action Plan that, while not being statutory, formalises the vision of a community for the future. The Action Plan can contain a list of desirable actions, state what their current status is and identify the stakeholders that can help implement them. Also, the Neighbourhood Plan can contain recommendations for local authorities and other bodies on how to improve their activity in order to help achieve the community's objectives.

Next, the Members of the Working Party received the proposed Terms of Reference for the Community Steering Group. These are based on the initial terms proposed at the meeting of the interim Group on 12 July to which the members of the Group have suggested some changes, and the Constitution proposed by the Chair of the interim Group. The Working Party will consider these Terms of Reference on their next meeting.

It was **RESOLVED** that:

Papers A and B are approved.

There being no further business, the meeting closed at 14:25.

MINUTES OF THE BENGEO NEIGHBOURHOOD AREA PLAN WORKING PARTY MEETING HELD ON THURSDAY 31 AUGUST 2017 IN THE ROBING ROOM, THE CASTLE, HERTFORD

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

IN ATTENDANCE: Cllr A Stevenson; Cllr S Cousins; Mr J Whelan, Town Clerk; Ms J Veater, BNAP Consultant; Dr M Iancu, Project Officer.

209. APOLOGIES FOR ABSENCE

No apologies were received.

210. DECLARATION OF INTEREST

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

Cllrs Dunkley and Radford declared an interest as members of the Hertford Club.

211. THE MINUTES OF THE PREVIOUS MEETING

It was **RESOLVED** that:

The minutes of the meeting held on 03 August 2017 were approved as a correct record and the Chairman authorised to sign the same.

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

There were no members of the public wishing to speak.

213. THE BENGEO NEIGHBOURHOOD AREA PLAN PROGRESS TO DATE (PAPERS A AND B)

The meeting started with the Members reviewing PAPER A. It was explained that this Paper does not contain meeting minutes, but it is an overview of the progress of BNAP in the last month. The Working Party noted PAPER A.

PAPER B contains the draft minutes of the interim Community Steering Group meeting on 9 August 2017, which were produced by its members and should be approved at the following meeting on 7 September 2017. It was discussed that the Minutes in PAPER B were redacted to remove names, in line with the practice at Hertford Town Council.

The Working Party received them, but since some Members of the Working Party attended the Community Steering Group meeting on 9 August, a few suggestions were made to the minutes.

One point suggested was to change the title of Cllr Peter Ruffles to read “town and district councillor, Bengo Club President”

The Working Party wanted to clarify the fact that the Terms of Reference were not included in the Agenda of the previous Working Party meeting, however they were referred to in the discussions of the Members.

It was discussed that reference to the Town Clerk could be clarified to explain that it is not the Town Clerk at Hertford Town Council, but the Chief Executive Officer at Bishops Stortford Town Council.

The Members felt it would be useful to add of the word “theoretically” to the phrase “It was stated that the CSG could *theoretically* be allowed to do just that [to be a body with a degree of independence]”. The condition for this to happen is to ensure that there are frequent meetings and collaboration with Hertford Town Council and the Working Party, who lead this project as per the Neighbourhood Planning regulations. The Working Party members should be allowed to review from time to time the progress of BNAP and approve it or request corrective actions.

On the phrase “An explicit reference should be made to the duty to liaise and cooperate...”, the Members felt that references could be made to working in partnership with neighbouring wards in Hertford. The reason for this is that the Town Centre is located both in Bengo ward and Castle ward and that the Hertford Urban Design Strategy (HUDS) currently being developed will have an impact on both wards. The Members felt that it might be useful if the Community Steering Group invited a Castle ward representative in the Group.

On the phrase “Members agreed to share information about the BNAP among residents in Great Molewood...”, the Working Party suggested to add the word “present” to read “Members *present* agreed to share information about the BNAP...”.

It was suggested that in the phrase “explore broader theme for preservation or future development”, it would be more appropriate to use the term “conservation” rather than “preservation”.

The Members discussed the point which proposed approval from Hertford Town Council for any communication of the Community Steering Group and the suggestion that approval should only be sought for communications in which the name and/or logo of Hertford Town Council are used. The Members considered that while it might be impractical to review all routine communications, the suggestion to review only those which contain the name and/or logo could pose a risk, as external communications might simply omit these.

The Working Party decided that the best solution is for internal communications (with the members of the Community Steering Group and the working groups) to be managed by a Management and Communications Group. This internal

group will also have the role to communicate with the Working Party. To ensure accuracy of the messages, it was recommended that the Planning Consultant be part of this Group. All external communications will have to be approved by Hertford Town Council.

The Members considered that two documents are needed at this stage of the Neighbourhood Plan: a detailed draft timetable for BNAP and a Communications Strategy that encompasses both online and offline communications. It is recommended that these are produced soon, in collaboration with the members of the interim Community Steering Group. When completed, they will be discussed at the earliest opportunity by the Working Party.

It was **RESOLVED** that:

- a) The Working Party **noted** the report on the progress of BNAP.
- b) The Working Party **noted** the minutes of the meeting of the interim Community Steering Group and suggested some changes.

214. TERMS OF REFERENCE FOR THE COMMUNITY STEERING GROUP

The Working Party Members went through the proposed Terms of Reference and agreed for the following changes:

It was suggested that the terms “Chair” and “Vice Chair” should be replaced with “Chairman” and “Vice Chairman”, respectively to be consistent with the titles used at Hertford Town Council.

All reference to the “Group” should be made explicit to read “the Community Steering Group”.

It was suggested that on the phrase “Regularly report back to the Councillors’ Working Party on progress, issues arising, and outcomes” should be added “according to the Project Plan’s timetable”.

It was considered that the point “The Group may also include a nominated representative (or a substitute) of other community organisations that the Group sees fit to co-opt from time to time (e.g. Hertford Civic Society)” relates to the suggested involvement of a representative from Castle ward.

It was discussed that while the Group is open to all residents, the recommended size of the Group should be 21 members, and should not exceed 25 people.

The phrase “Officers of Hertford Town Council and the Project Consultant will support the Group” can be made more explicit, to state “Through the medium of the Town Clerk, Officers at Hertford Town Council, and the Project Consultant will provide all reasonable efforts to support the Community Steering Group. By virtue of their role, they will not have the right to vote in the CSG meetings.” Another point should be added that all members of the CSG have a right to vote.

On the point “Any complaint about the behaviour of conduct of a member of the Group shall be made in writing to the Chair. The Chair and the Town Clerk will investigate the complaint and decide on the appropriate action”, it was suggested that the Town Clerk can investigate a complaint but will not decide on the appropriate action. Instead, the Town Clerk will refer to the Chairman of the CSG to make a decision, or if the investigation refers to the Chairman of the CSG, the decision will be given to the Chairman of the Working Party.

On the Equal Opportunities point, it was suggested to change the verb “should” with “shall” to indicate that discrimination is not permitted under any circumstances.

A point will be added about the formation of a group in charge of internal and external communications for the Community Steering Group. All Communications will be regulated by the future Communications Strategy. As discussed earlier in the meeting, it is recommended that the Planning Consultant will be a member of the Management and Communications group, to ensure that there is no discrepancy with the neighbourhood planning legislation and practices.

Regarding the public liability insurance, the Town Clerk will investigate if the current cover can be used solely for events organised directly by Hertford Town Council, or if it can cover the activity of the Community Steering Group as well. The point will be amended if needed in due course.

On the point “Whenever possible, notices of meetings should detail the matters to be discussed”, it was considered to replace “should” with “shall”, but allow “whenever possible” to include the possibility to discuss any other business.

The point “The Project Officer shall keep a record of the meeting....” should be clarified to explain that it refers to the Town Council’s Project Officer.

Regarding the finances for the Community Steering Group, it was considered to replace “Notification of all planned expenditure” with “Notification of anticipated expenditure”. It was suggested that the Working Party would benefit from receiving a spending profile from the Community Steering Group for the next six to 12 months.

On the point “Should direct funding become available, the Group may hold funds on its own account”, clarifications should be made to read “Should grant funding from public bodies (local and national government) become available...”. Such

clarification is needed in order to prevent funding from private individuals and organisation that could have a vested interest in the activity of the CSG.

It was **RESOLVED** that:

- a) The Working Party **approved** the Terms of Reference with the changes suggested.
- b) The Working Party **noted** the Background Information attached to the Terms of Reference.

215. THE WEBSITE AND OTHER FORMS OF THE NEW MEDIA FOR BNAP (PAPER D)

Questions were asked why the website is named “Love Bengo” and does not make explicit reference to the Bengo Neighbourhood Area Plan. It was explained that this name was considered since August 2016, however the website was only opened in June 2017. At the moment the website and other pages named “Love Bengo” are used for the sole promotion of BNAP. It was agreed that this is an important matter, because BNAP is a neighbourhood plan project and it would not be desirable to be associated with any campaigns in which the community has been involved.

It was agreed that the future Communications Strategy will provide regulation on all digital and non-digital communications for BNAP.

It was **RESOLVED** that:

- a) The Working Party **notes** the report.
- b) The Communications Strategy will regulate how communications are sent and reviewed in the digital and non-digital environment.

216. 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.

217. BENGEO NEIGHBOURHOOD AREA PLAN WEBSITE COSTS (PAPER E)

The Working Party received a report detailing the costs of the Love Bengo website.

It was discussed that the website is one useful modicum to reach people in Bengo, especially the younger population.
The Members felt that in the future it would be useful to receive some data on the traffic of this website to assess its cost-effectiveness.

It was **RESOLVED** that:

The Working Party **approves** the cost of the Love Bengo website for the first year. Support for the following years will be considered if there is compliance to the guidelines of the Communication Strategy.

There being no further business, the meeting closed at 16:45.

MINUTES OF THE HERTFORD MARKETS WORKING PARTY MEETING HELD ON MONDAY 24 JULY 2017 IN THE ROBIN ROOM, THE CASTLE, HERTFORD

PRESENT: Councillor P Boyle, S Cousins, B Deering, S Dunkley, J Sartin

IN ATTENDANCE: Mr J Whelan, Town Clerk; Dr Maria Iancu, Project Officer; Cllr Peter Ruffles

178. ELECTION OF THE CHAIRMAN

Cllr Jane Sartin was proposed and voted as Chairman of the Working Party.

179. ELECTION OF THE VICE CHAIRMAN

Cllr Sue Dunkley was proposed and voted as Vice Chairman of the Working Party.

180. APOLOGIES FOR ABSENCE

None.

181. DECLARATION OF INTERESTS

None.

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

There were no members of the public wishing to speak.

183. DISCUSSION ON THE PROPOSED PROGRAMME FOR THE HERTFORD MARKETS

The Chairman noted that the Council had agreed within its objectives for 2016 to 2019 to consider whether it wished to seek to take over the running of the market from East Herts District Council. Earlier this year, the District Council had itself decided to ask the Town Councils across the District if they wished to do this. The members of the Working Party considered that the possible transfer of rights to license markets from the East Herts District Council to Hertford Town is an interesting proposition, but it should be considered carefully. They noted that the figures provided by the District Council suggest that there is not currently enough footfall for the markets, except for the Farmers' Market.

Members mentioned that despite the challenges to the retail sector, there are still examples of successful markets, such as the one in Saffron Walden.

Councillors noted that the Hertford Market is not as popular as it used to be, and some stalls are no longer present.

It was considered that competition from charity shops and pound stores can be one of the causes for the loss of footfall. Members discussed whether choosing a unique niche may lead to increased interest from a larger catchment area.

It was suggested that a smaller retail market on Bull Plain could be more effective and that stalls could also be used for informing people of health and wellbeing matters.

However, the financial loss that the markets make annually is a matter of concern and the Working Party should be cautious in their decisions.

Members agreed that East Herts should provide more details on the rights to license markets within set distances, as there is a risk that the territories granted to Hertford and Ware may overlap. They suggested that the food market that is organised on Thursday evenings could possibly get more interest if it were organised on Fridays or Saturdays.

The Working Party felt that the Farmers' Markets closes too early and that the possibility to organise it more often should be considered. It was noted that this would need more detailed exploration, as stallholders also take part in other markets.

The Working Party decided that they would like more information before their next meeting in mid to end of September 2017. The Members and Officers at Hertford Town Council will work together for this aim. Members of the Working Party will seek to gather examples of good practice from other markets in the region. A standardised set of questions will be produced to ensure the uniformity of the data gathered from stallholders in Hertford. Members may seek to gather some data on the markets' footfall. East Herts will be notified about the small research to be conducted.

It was RESOLVED that:

East Herts will be notified of the interest of Hertford Town Council to gather more data on the Hertford markets.

The Members will not proceed with appointing a consultant to establish the viability of the market, until further information is gathered.

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

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 September 2017:</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 enewsletters, social media, print material including programmes, fliers and posters, editorial write ups, paid for advertising and online listings.</p> <p>Recently Hertford Town Council have participated in Hertford Open Days by encouraging historical buildings of importance to open to the public. In addition a Heritage Photo Trail was organised promoting historical buildings with photographs from the past.</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 September 2017</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>The Council continue to support cultural events by granting community grants to organisations running the Hertfordshire Festival of Music, Courtyard Arts Society and the Hertford Music Mystery Tour.</p> <p>Officers also work in partnership with these organisations to support and enhance events for example the Council work in partnership with Courtyard Arts to organise the Hertford Arts Trail.</p>		

Officers are also in conversations with Hertfordshire Festival of Music about working in partnership for the 2018 event.		
Successfully relocate the Town & Tourist Information Centre to new premises, enhancing the range of information and services offered.	The Town & Tourist Information Centre will 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.	D&L
<p>Progress as of September 2017:</p> <p>Christmas merchandise has been ordered for the festive season. Hertford Calendars will go on sale in October. Several guided walks have been organised at the TTIC and have been well received and attended. The TTIC location has been used to run town centre trails aimed at children which has evidently increased the footfall into the centre.</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 September 2017</p> <p>The Town Council has been working closely with the licensing and police department to ensure event safety at all events. Security has been booked for every castle event.</p> <p>Detailed risk assessments and event management plans are created for each event. Stall holders are required to submit public liability and risk assessments.</p> <p>Event feedback is recorded and event debriefs are arranged post events.</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 September 2017:</p> <p>The Hertford Heritage Trail launched earlier in the year.</p>		

Unfortunately a plaque was vandalised at Lombard house and the plaque will be replaced in the near future.

The Civic Society continue to organise free guided tours of the Hertford Heritage Trail.

OBJECTIVE: Support the town centre and business community, to ensure its ongoing viability

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 September 2017:</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 September 2017</p> <p>The usage of free WiFi has increased month on month with an average of 4500 visitors using the service each month. The highest area of usage is Maidenhead Street.</p> <p>The extension of the WiFi to reach Parliament Square, the Wash, St Andrew Street, Old Cross and Fore Street is in process. Planning applications have been submitted.</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	D&L

	Marshalling will have been undertaken, and the service confirmed to meet requirements.	
<p>Progress as of September 2017:</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 September 2017:</p> <p>The last Hertford Entrepreneurs event was held at Hertford Castle on Thursday 29th June. This event was poorly attended with only 14 attendees.</p> <p>The next Hertford Entrepreneurs event will take place in October and the topic will be 'Developing a Winning Mindset'.</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 September 2017:</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	Visual improvements will	D&L

public realm of the Town Centre, including to Maidenhead Street.	have been made to Maidenhead Street, and other areas of the town centre.	
<p>Progress as of September 2017:</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 the proposals is scheduled to take place during the autumn of 2017. .</p> <p>The objective is on track.</p>		
Investigate the viability and desirability of taking on responsibility for the running of Hertford Market.	A working group will have been established to 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.	D&L
<p>Progress as of September 2017:</p> <p>A Hertford Markets Working Party was established and met in July 2017. Its Members agreed that taking over the management of the market would be an important decision involving considerable financial resources. More information was required to feedback at the future meeting on 25 September 2017.</p> <p>The Members of the Working Party visited the markets in Hertford and in towns nearby to understand better what makes markets viable. The Officers at Hertford Town Council approached other Town Clerks in East Herts to discuss the implications of such a move.</p> <p>This objective is on track.</p>		
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	All consultations which impact on Hertford will have been considered and responded to in a timely manner.	D&L

<p>Appraisal; mineral and waste planning policy; Local Transport Plan and other transport strategy documents. Respond to, and seek to influence East Herts District Council and Hertfordshire County Council regarding parking provision in the Town Centre.</p>		
<p>Progress as of September 2017:</p> <p>This objective is on track.</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. Preparation will be made for seeking endorsement of the Plan within the Ward.</p>	<p>D&L</p>
<p>Progress as of September 2017</p> <p>The Sele Neighbourhood Area Plan advanced with the organisation of two public consultation events in July 2017. Afterwards two meetings of the Community Steering Group and of the three working groups, respectively, took place. The aim of the meetings was to improve current objectives based on the public's votes and to transform them into SMART policies that are suitable for the final Neighbourhood Plan.</p> <p>The Bengoe Neighbourhood Area Plan (BNAP) has made good progress since its inception. A Community Steering Group was organised, based on Terms of Reference approved by the BNAP Working Party. Five initial working groups have been formed, however their format may change in the future as needed. The members of the working groups attended an initial meeting and a training workshop that was delivered by the Planning Consultant. In the near future, a working programme for BNAP will be formally adopted, along with a strategy that</p>		

regulates communications on behalf of the Community Steering Group.

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
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Progress as of September 2017:

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 September 2017:

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

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.	Property and events are managed meeting within prevailing licensing and health and safety requirements.	FP&A and D&L
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Progress as of September 2017

The Council recently revised the physical area that constitutes part its premises licence.

This is to ensure the activities undertaken that are governed by the premises licence can be successfully managed by Town Council staff.

This objective is on track.

Adopt and monitor Key Performance Indicators for the provision of Council services. Take corrective action as required.

The effectiveness of the Council's performance is tracked and reported at Committee demonstrating how well the Council has delivered its services to residents

All Committees

Progress as of September 2017:

Performance data is reported to Committee on a quarterly basis.

This objective is on track.

**REPORT TO A MEETING OF THE DEVELOPMENT AND LEISURE COMMITTEE –
2ND OCTOBER 2017**

AGENDA ITEM 15 – COLE GREEN WAY GREENSPACE ACTION PLAN 2018 - 2023

1. PURPOSE OF THE REPORT

Hertfordshire County Council (HCC) has commenced work on the Cole Green Greenspace Action Plan 2018-2023. The Briefing Document is attached as Appendix 1.

At this stage of the development of the plan, HCC is interested to hear feedback on the proposed objectives of the Action Plan and any comments on the future management of Cole Green Greenspace.

This report provides members with the opportunity to comment on the attached Briefing Document (that should be read in conjunction with this covering report).

2. BACKGROUND

The briefing document is the first stage of engagement to support the preparation of the Greenspace Action Plan for the Cole Green Way. 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 Cole Green Way should be viewed as part of the developing network of strategic non-motorised public transport options and 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.

The length of the Cole Green Way is 6.2km and has two owners, the first 4.4km 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.

The section of the route owned by HCC has been surfaced with unbound aggregate which is now deteriorating, 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 Action Plan when produced is intended to be easy to read and largely map based, with sequential annual management maps to show planned actions for each year. The document will be reviewed annually.

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**

HCC intends to adopt a two stage approach to engagement to ensure as many stakeholders and interest groups as possible have the opportunity to feed into the plan. The first stage stakeholders and site users are invited to comment on the core aspirations as part of this document. This part of the engagement closes on 12th October 2017.

The second stage will run from 8th January to 19th February and will be for stakeholders from the wider community to provide comments on the draft Greenspace Action Plan.

5. **RECOMMENDATIONS**

- a) The Committee provides **comments and recommendations** on the Briefing Document
- b) The Committee **notes** this report.



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



Briefing Document

August 2017



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1 INTRODUCTION

This briefing document has been produced to guide the first stage of engagement that will support the writing of a Greenspace Action Plan (GAP) for the Cole Green Way. The GAP will be produced by the Countryside Management Service (CMS) for Hertfordshire County Council (HCC). The plan will cover a five year period from 2018 to 2023. This GAP will focus on the section of the Cole Green Way between Hertford and the A414 which is owned by HCC, and will also provide recommendations for the management of the remainder of the route.

GAPs are map based management plans and are invaluable documents that give focus and direction to the running and improvement of all types of open space. They provide a clear, logical process to determine the activities that should take place on a site, over a stated period of time, in order to meet agreed project objectives and core aspirations.

It is our intention to engage the community in a structured way to ensure that stakeholders are fully aware of the plan production process. Engagement will be encouraged and opportunities to feed into the plan in a constructive and timely way promoted locally. This document is intended to initiate and support this process.

This document has been broken down into easy to read sections.

Sections 2 and 3 provide background information, historical context and a review of current management operations.

Section 4 outlines the aim and objectives of the plan and how we intend to use and present the document.

Section 5 summarises the engagement methodology that forms a part of the GAP production process, specifying how and when stakeholders will be involved.

2 BACKGROUND

2.1 Strategic context

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 walkers, 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.

The Cole Green Way should be viewed not as an isolated route but as part of a developing network of strategic non-motorised public transport options. This network will help meet an objective stated in Local Transport Plan 3 (LTP3): '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.' It also matches the aspiration in the emerging LTP4 to deliver greater opportunity for active travel.

Pressure on the A414 corridor is already high, with frequent congestion through Hertford at rush hours. Journey to work data shows that over 850 people commute from Hertford to Welwyn Garden City, and almost 500 from Welwyn Garden City to Hertford; the rate of car usage for these journeys is over 90% (Hertfordshire COMET – Patterns of Travel across Hertfordshire, September 2015; data from the 2011 census). The forecast growth of these communities makes enabling and promoting active and sustainable travel increasingly important.

By increasing levels of physical activity, active travel and recreation can also contribute to improved health and wellbeing and through this ill-health prevention. This is set out as an objective within the Hertfordshire Health and Wellbeing Strategy 2016-2020: '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.'

Any reduction in car usage will have further health and environmental benefits through reduced air pollution. Poor air quality can be a serious threat to health, and emissions from transport are a major source of air pollution. Reducing greenhouse gas emissions from transport is also essential if national targets are to be met.

2.2 Site description

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. 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. At the Hertford end, a 400m off road route links to West Street; this is largely in private

ownership. Broad details of land ownership and management are shown on the site map, Section 4.

The Cole Green Way forms part of Sustrans National Cycle Network Route 61 between St Albans and Hoddesdon and crosses several roads and public rights of way along its route. The majority of the route is not a Public Right of Way, with the exception of a short stretch from Hertford Town Football Club to the railway viaduct which follows byway Hertford 054 then footpath Hertford 055.

The entirety of the route lies within the Green Belt, while 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.

The Cole Green Way runs through a largely rural area, surrounded by agricultural land and passing close to a number of small hamlets, notably Cole Green, Letty Green, Birch Green and Hertingfordbury. Between Hertingfordbury and Letty Green it follows the valley of a tributary of the River Mimram. At its western and eastern ends it reaches the fringes of the larger towns of Welwyn Garden City and Hertford. As a wooded green corridor, the route is a significant feature traversing the landscape. It passes through cuttings and along embankments, which provides sections with the potential for open views and sections which are naturally more enclosed.

The railway heritage of the route is also noteworthy. The Hertford to Welwyn Garden City branch line opened in 1858 and operated passenger traffic until 1951, closing to all railway traffic in 1962. The main feature is the former Cole Green station, where the platform and some of the cast iron railings have survived. This area is owned by HCC and is currently used as a car park and picnic area. There is also evidence of the platform at the site of Hertingfordbury station, which is in private ownership.

The HCC-owned section of the route has an unbound aggregate surface, which in many places is covered by organic material and can be very wet during the winter. At the western end of HCC ownership, the route passes through a tunnel under the A414. This and the section west of the A414 are surfaced with tarmac. There are access points from all the roads and public rights of way which cross the route.

The banks adjoining the old railway line have been naturally colonised by secondary woodland since the closure of the railway and the cessation of regular, large scale vegetation clearance. This now provides an important continuous linear wildlife corridor. Narrow strips of grasses and wild flowers border the central track, with occasional larger areas of species-rich grassland. The structural diversity of the vegetation supports a diverse invertebrate community, including a colony of glow worms close to the site of Cole Green station.

3 REVIEW OF PROGRESS

Since the closure of the Hertford to Welwyn Garden City railway in 1962, the Cole Green Way has been used for active travel and recreation, and a 4.4km section of the route was purchased by HCC in 1974.

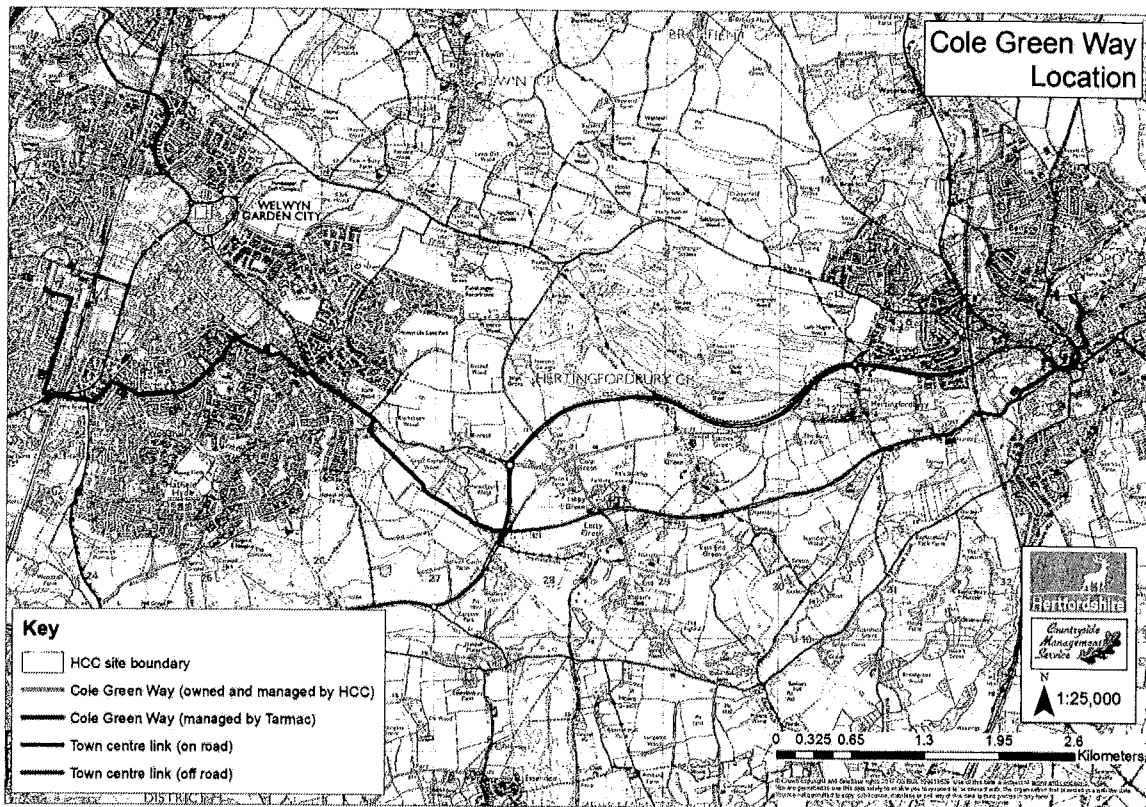
This section of the route has been surfaced with unbound aggregate, but that surface is now deteriorating, and there are extensive sections which are wet and muddy for much of the year, with poor drainage. The western section has a new tarmac surface, but a lack of grounds maintenance here causes tall vegetation to fold over in places, reducing its functional width during the summer.

Management of the HCC-owned section of the Cole Green Way in recent times has focused on reactive maintenance, and it has become heavily shaded by overhanging trees, leaving some sections feeling dark and enclosed. This can make users of the route feel less safe, and also restricts potential views across attractive open countryside.

Access points are poorly signed and require a thorough appraisal to ensure all are fit for purpose and provide easy and welcoming access for all users. Signage both along and to the route could be improved, using a standard and custom-designed style to help build an identity for the Cole Green Way. Furniture along the route is also ageing and in need of replacement in a more consistent style. Promotion of the Cole Green Way is currently very limited and could be significantly enhanced to help build the number of regular users.

A project was developed in 2014 to restore the area around the former Cole Green Station, for its heritage and recreational value. The plans involved restoring and celebrating its surviving historic features, and 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. The potential for a project of this kind should be revisited as a component of the new GAP.

4 SITE MAP



5 GREENSPACE ACTION PLAN (GAP) 2018-2023

The Cole Green Way GAP 2018-23 will be a simple, easy to read plan for use by officers of HCC and members of the public, and will act as a guide to the work of volunteers. The plan will be largely map based, with sequential, annual management maps to show the actions planned for each year. The resulting change will be represented on the map for the following year. The document will be reviewed annually to ensure it remains effective and relevant.

The plan will be costed and potential funding sources identified. Once the final GAP is agreed, external funding will be sought to enable the plan to be delivered, which is likely to result in incremental delivery of the actions within the plan.

The aim and objectives of the GAP will be as follows:

Aim

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.

Objectives

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 users of all abilities.
 - 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.
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.
- 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 Ensure that opportunities to secure funding for the route are identified, including developer S106, Department for Transport funding rounds etc.
 - 3D Offset vegetation management costs through production and sale of timber where feasible.
- 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.
- 5. To ensure that users of the Cole Green Way feel safe and welcome at all times.**
- 5A Respond proactively to any misuse of the site.
 - 5B Carry out reactive tree works to address safety issues.
 - 5C Plan targeted tree works to improve sight lines, establish views and increase light levels along the route.
- 6. To develop and maintain an informed, involved and enthusiastic local community.**
- 7A 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.
 - 7B 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.
 - 7C Work with Tarmac and other private landowners to ensure that the full length of the route is in positive management.

6 COMMUNITY ENGAGEMENT AND PLAN PRODUCTION PROCESS

Effective community engagement is at the centre of a successful GAP. Their particular value as documents comes from balancing the thoughts and aspirations of stakeholders and interest groups throughout the writing process.

In order to enable as many stakeholders and interest groups as possible to have the opportunity to feed into the production of the new GAP, we have adopted a structured two-stage approach to this engagement.

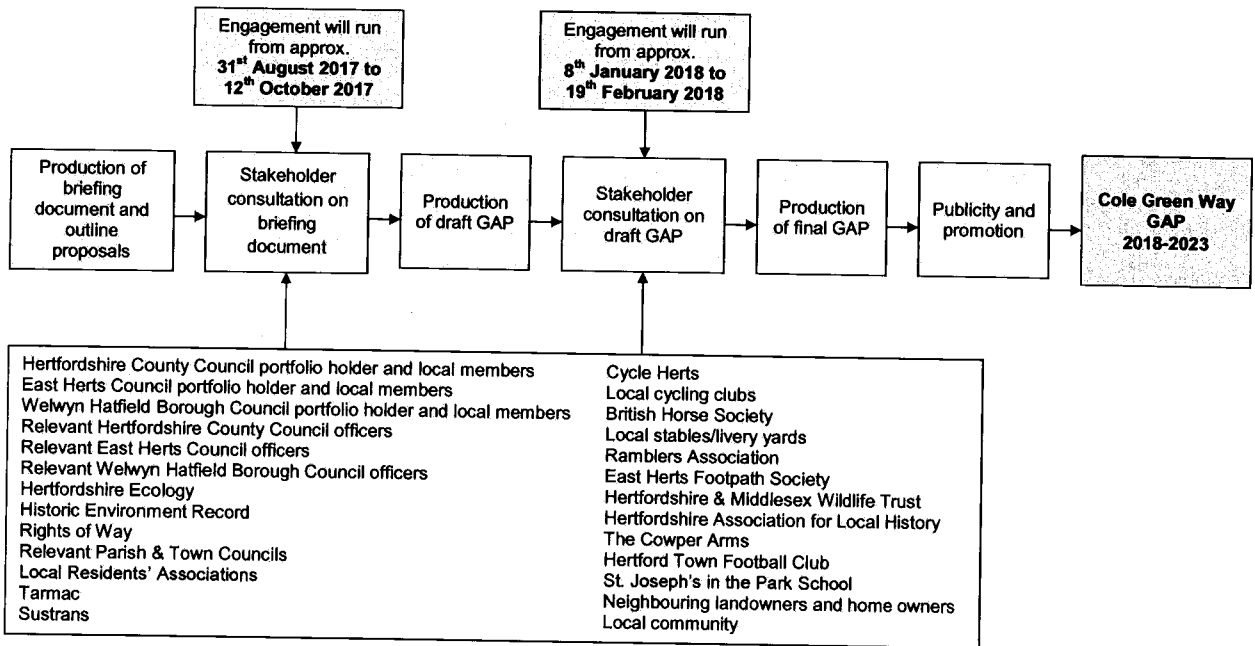
For the first stage, stakeholders and site users from the wider community will be invited to make comment on the core aspirations that we are putting forward as part of this briefing document; it is hoped that any further aspirations and/or issues will be addressed through this information gathering process. This first stage of community engagement will run between **Thursday 31st August** and **Thursday 12th October**.

For the second stage, stakeholders and site users from the wider community will be invited to read through and make comment on the draft GAP, which will include detailed proposals and actions. This stage will run between approximately **Monday 8th January** and **Monday 19th February**. To support this stage, we will be holding a guided walk and engagement session for any users or interested groups that may wish to discuss the proposals or a particular aspect in more detail. The arrangements for this event will be confirmed and advertised nearer the time.

Following this exercise, the final document will be produced, published and promoted more widely to the general public.

The following diagram shows the Greenspace Action Plan production process:

COLE GREEN WAY GREENSPACE ACTION PLAN (GAP) 2018-2023
 GAP Production Process



7 STAKEHOLDER FEEDBACK

Thank you for taking the time to read this document. We are keen to receive feedback from you on our proposals for the Cole Green Way Greenspace Action Plan (GAP) 2018-2023.

Please return your comments using the contact details below by **Thursday 12th October** at the latest.

FAO Andrew Taylor

Countryside Management Service Office (Car Park H)
Environment Department
County Hall
Pegs Lane
Hertford
SG13 8DN

E-mail: andrew.taylor@hertfordshire.gov.uk

Phone: 01992 556063

REPORT TO THE DEVELOPMENT & LEISURE COMMITTEE – 2
OCTOBER 2017

AGENDA ITEM 16 – 1st QUARTER INCOME & EXPENDITURE 2017/18

1. PURPOSE OF THE REPORT

To provide the Committee with a commentary on income and expenditure in the first quarter of 2017/18.

2. DEVELOPMENT & LEISURE - SIGNIFICANT ITEMS

4200 Downshire Suite Weddings & Receptions (Favourable)

There were 13 weddings in the first quarter and 3 cancellations. Income of £17,250 compares favourably with the same period in 2016 which was £8,040.

4210 Downshire Suite Catering income (Favourable)

Ten customers chose to pay corkage fees in the quarter. Income for the 1st quarter was £3,032 compared to the budget for the year of £7,601.

4220 Event Income (Favourable)

Demand for stalls at the events is high with calls being received for events that have already been fully booked. Ticket sales for the open air cinema sold well despite the change of film (income to date £14,531 budget £16,000). The full costs associated with the Open Air Cinema will not show in the accounts until the next quarter.

3. SUMMARY

At this early stage of the year no items other than those detailed above have been identified as deviating significantly from budget, either adversely or favourably.

4. INCOME AND EXPENDITURE AT A GLANCE

	ACTUAL TO 31.03.17	BASE BUDGET 2017/18	ACTUAL TO 30.06.17	PROJECTED OUTCOME 2017/18	BASE BUDGET 2018/19
DOWNSHIRE SUITE					
TOTAL DOWNSHIRE INCOME	(80,465)	(76,669)	(26,702)	(76,669)	(77,435)
DOWNSHIRE SUITE EXPENDITURE (SALARIES)	36,760	45,555	9,170	36,835	44,705
DOWNSHIRE SUITE EXPENDITURE (OTHER)	17,707	24,671	4,968	24,671	24,917
TOTAL EXPENDITURE	54,467	70,226	14,138	61,506	69,622
INCOME AS A PERCENTAGE OF EXPENDITURE	147.7%	109.2%	188.9%	124.7%	111.2%

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MILLBRIDGE ROOMS	ACTUAL TO 31.03.17	BASE BUDGET 2017/18	ACTUAL TO 30.06.17	PROJECTED OUTCOME 2017/18	BASE BUDGET 2018/19
TOTAL MILLBRIDGE ROOM INCOME	(13,254)	(15,000)	(3,317)	(15,000)	(15,150)
MILLBRIDGE ROOM EXPENDITURE (SALARIES)	7,324	7,405	1,838	7,330	7,320
MILLBRIDGE ROOM EXPENDITURE (OTHER)	1,428	1,763	1,282	1,575	1,590
TOTAL EXPENDITURE	8,752	9,168	3,119	8,905	8,910
INCOME AS A PERCENTAGE OF EXPENDITURE	151.4%	163.6%	106.3%	168.5%	170.0%

EVENTS	ACTUAL TO 31.03.17	BASE BUDGET 2017/18	ACTUAL TO 30.06.17	PROJECTED OUTCOME 2017/18	BASE BUDGET 2018/19
TOTAL EVENT INCOME	(36,787)	(25,000)	(16,031)	(25,000)	(25,250)
EVENT EXPENDITURE (SALARIES)	88,819	94,130	23,436	93,440	94,860
EVENT EXPENDITURE (OTHER)	33,484	32,540	7,742	32,540	32,866
TOTAL EXPENDITURE	122,303	126,670	31,179	125,980	127,726
INCOME AS A PERCENTAGE OF EXPENDITURE	30.1%	19.7%	51.4%	19.8%	19.8%

TOWN & TOURIST INFORMATION CENTRE	ACTUAL TO 31.03.17	BASE BUDGET 2017/18	ACTUAL TO 30.06.17	PROJECTED OUTCOME 2017/18	BASE BUDGET 2018/19
TOTAL T&TIC INCOME	(33,920)	(59,732)	(13,577)	(59,732)	(60,323)
T&TIC EXPENDITURE (SALARIES)	99,670	103,405	25,629	103,160	105,820
T&TIC EXPENDITURE (OTHER)	82,030	86,497	22,202	85,751	86,449
TOTAL EXPENDITURE	181,700	189,902	47,832	188,911	192,269
INCOME AS A PERCENTAGE OF EXPENDITURE	18.7%	31.5%	28.4%	31.6%	31.4%

5. RECOMMENDATION

It is **RECOMMENDED** that:

- 1) The Committee **notes** the income and expenditure to the 30th June 2017.

Report by: Stephen Davies, Finance Manager

REPORT TO DEVELOPMENT AND LEISURE COMMITTEE – 2 OCTOBER 2017

AGENDA ITEM 17 – DRAFT BUDGET FOR 2018/2019

1. PURPOSE OF THE REPORT

To present Members with the first draft of the proposed budget for the Community Services Committee for the 2018/19 financial year and to ask them to consider which, if any, projects they wish to undertake in the forthcoming year.

2. FINANCIAL IMPLICATIONS

In calculating the level of Precept the Council must establish a budget sufficient to cover the four following classes of items:

- a) next year's expenditure, including an allowance for contingencies;
- b) outstanding expenditure incurred in previous years;
- c) expenditure likely to be incurred before the precepted sum becomes available; and
- d) payments to a capital fund or building maintenance reserve.

3. BUDGET ASSUMPTIONS

Expenditure

The salaries model is based on the existing staff structure and working patterns. Staff who are not at the top of their scale are assumed to have moved up one salary point.

Employer's contributions into the pension scheme are currently included at 23.8% of pensionable pay for 2018/19 for a second year following a triennial valuation of the scheme that took place after the 2015/16 financial year (previous rate 24.8%). Under the new Local Government Pension Scheme overtime payments are now included as pensionable pay which has contributed to the growth in staffing costs.

Public sector pay increases were capped at 1% for the three years until March 2016. In the July 2015 budget the Chancellor of the Exchequer extended the 1% cap for a further four years until March 2020. This week the Government announced a lifting of the pay cap for Police and Prison Officers and a commitment to "flexibility" for all public sector workers from 2018/19. It is too soon to know what the cost of living will be for local government officers from 2018 onwards but there is a possibility that it will not be 1%.

Other increases have been included sufficient to cover anticipated salary point increases, staff qualifying for the long service bonus and the employer's national insurance contributions.

An inflationary increase of 1% has been included for most other budgets.

4. PROPOSED AND ONGOING PROJECTS

The draft budget has been prepared on a “business as usual” basis and does not currently include any additional items for 2018/19. The budgeted net expenditure is £341,652 which represents an increase of 4.0% on the budgeted net expenditure originally set for 2017/18 (before budgets were rolled forward from 2016/17).

The Committee is asked to comment on possible new projects to be discussed at the next meeting of this Committee on the 11th December 2017.

5. RECOMMENDATIONS

It is **recommended** that:

- a) The Committee **note** the draft budget; and
- b) The Committee **consider** which, if any, optional projects should be included in the budget which the Committee will recommend to the Finance Policy & Administration Committee for consideration on the 2nd January 2018.

Report by: Stephen Davies, Finance Manager

DEVELOPMENT & LEISURE COMMITTEE

INCOME

NOMINAL LEDGER CODE	DESCRIPTION	ACTUAL TO 31.03.17	BASE BUDGET 2017/18	ACTUAL TO 31.06/17	PROJECTED OUTCOME 2017/18	BASE BUDGET 2018/19	BASE BUDGET 2017/18
4200	DS Hire - Weddings & Receptions	-52,688	-50,404	-17,250	-50,404	-50,908	Income anticipated from civil weddings & receptions held at Hertford Castle.
4201	DS Hire - Corporate Hire	-11,061	-12,484	-4,419	-12,484	-12,608	Income anticipated from corporate hire of meeting rooms at Hertford Castle.
4202	DS Hire - Private Hire	-8,155	-7,601	-1,451	-7,601	-7,677	Income anticipated from birthday parties, baby namings and other private hire of rooms at Hertford Castle.
4210	DS Catering	-8,561	-6,180	-3,582	-6,180	-6,242	Income anticipated from catering provided for corporate hire customers.
	TOTAL DOWNSHIRE SUITE INCOME	-80,465	-76,669	-26,702	-76,669	-77,435	
4220	D&L Event income	-24,591	-16,000	-14,531	-16,000	-16,160	Income anticipated from stall hirers at opendays and other events.
4224	D&L Event sponsorship	-10,696	-9,000	-1,500	-9,000	-9,090	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
	TOTAL EVENT INCOME	-36,787	-25,000	-16,031	-25,000	-25,250	
4400	SW Mill Bridge Room Income	-13,254	-15,000	-3,317	-15,000	-15,150	Income anticipated from hire of the Mill Bridge Rooms by clubs, charities and private individuals.
	TOTAL MILL BRIDGE ROOM INCOME	-13,254	-15,000	-3,317	-15,000	-15,150	
4500	TIC Income	-9,867	-11,824	-6,919	-11,824	-11,942	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	-6,658	-47,308	-47,781	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	0	-600	-600	The Hertford calendar has been produced since 2009.
	TOTAL TOWN & TOURIST INFORMATION CENTRE INCOME	-33,920	-59,732	-13,577	-59,732	-60,323	
	TOTAL INCOME	-164,426	-176,401	-59,626	-176,401	-178,158	

EXPENDITURE

NOMINAL LEDGER CODE	DESCRIPTION	ACTUAL TO 31.03.17	BASE BUDGET 2017/18	ACTUAL TO 31.06/17	PROJECTED OUTCOME 2017/18	BASE BUDGET 2018/19	BASE BUDGET 2017/18
6000	D&L Administration	88,819	94,130	23,436	93,440	94,860	Apportionment of staff salary costs. A 1% cost of living increase is included plus any spinal point increases due.
	D&L EVENTS EXPENDITURE (SALARIES)	88,819	94,130	23,436	93,440	94,860	
6010	D&L Events (entertainment)	10,831	9,094	2,002	9,094	9,185	Provision for Castle events, band concerts and Castle Opendays

NOMINAL LEDGER CODE	DESCRIPTION	ACTUAL TO 31.03.17	BASE BUDGET 2017/18	ACTUAL TO 31.06/17	PROJECTED OUTCOME 2017/18	BASE BUDGET 2018/19	BASE BUDGET 2017/18
6011	D&L Events (hire of equipment/licences/health & safety)	13,621	12,883	2,200	12,883	13,012	Provision for Castle events, band concerts and Castle Open days.
6013	D&L Events - casual staffing costs	65	0	0	0	0	Contingency for paid casual staff in the event of insufficient volunteers being available.
6014	D&L Friends of Hertford Castle	240	298	30	298	301	Provision to cover the expenses of the Friends of Hertford Castle.
6018	D&L Castle Basement Refurbishment & Display	818	0	38	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	3,472	8,058	8,139	Provision for event advertisements.
6035	D&L Castle Interpret panels	0	1,104	0	1,104	1,115	Contingency for the repair of the information boards in the Castle grounds.
6099	D&L Capital Expenditure	1,043	1,104	0	1,104	1,115	Contingency for replacement of catering equipment, marquees or outdoor furniture used for events.
	D&L EVENTS EXPENDITURE (OTHER)	33,484	32,540	7,742	32,540	32,866	
6038	D&L Town Centre Co-ordinator	16,366	16,060	3,494	16,455	16,755	Apportionment of staff salary costs. A 1% cost of living increase is included plus any spinal point increases due.
	TOWN CENTRE SUPPORT EXPENDITURE (SALARIES)	16,366	16,060	3,494	16,455	16,755	
6032	D&L Town Centre Wifi	0	16,900	894	16,900	17,069	Provision for monthly broadband connection fees and project support
6034	D&L Town Council Noticeboards	0	0	0	0	0	Provision for two new noticeboards for areas outside the Town Centre
6033	Hertford Entrepreneurs Network Funding	191	150	1,500	150	152	Expenditure and awards made by the Hertford Entrepreneurs Network
6036	D&L Town Development Fund	4,979	2,500	3,063	2,500	2,525	Provision for projects to be finalised for economic development within the town.
6037	D&L Town Centre Hanging Baskets	11,880	18,538	5,703	15,434	15,588	Provision for planting & maintenance of hanging baskets
7080	D&L Xmas grant-tree/lights	14,680	22,000	0	22,000	22,220	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	5,050	Provision for a feasibility study for the Council to take on management of Hertford Market.
6049	D&L Taxi Marshal scheme	0	10,000	2,232	10,000	10,100	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	10,795	31,510	31,825	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	24,187	103,493	104,528	
6100	TIC Administration	16,548	17,180	4,223	16,935	17,100	Apportionment of staff salary costs. A 1% 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 31.06/17	PROJECTED OUTCOME 2017/18	BASE BUDGET 2018/19	BASE BUDGET 2017/18
6101	TIC Wages & Salaries	83,122	86,225	21,406	86,225	88,720	Apportionment of staff salary costs. A 1% cost of living increase is included plus any spinal point increases due.
	TOTAL TOWN & TOURIST INFORMATION CENTRE EXPENDITURE (SALARIES)	99,670	103,405	25,629	103,160	105,820	
6110	TIC Rent	17,087	16,000	4,000	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	9,296	Business rates payable for the premises in Market Place.
6120	TIC Cleaning (other)	490	590	348	590	596	Provision for fortnightly window cleaning and quarterly paper recycling charges
6125	TIC Utilities	1,080	1,457	156	1,457	1,472	Provision for water and electricity charges.
6140	TIC Uniforms	0	0	0	0	0	Provision for replacement / cleaning of staff uniforms.
6145	TIC Telephone & Fax	3,166	1,906	510	1,906	1,925	Provision for the 2 telephone lines, fax/broadband line and credit card processing line.
6150	TIC Postage	372	497	0	497	502	General provision for postage charges.
6152	TIC Copier(lease & copies)	2,915	1,000	801	1,000	1,010	Provision for the photocopier lease charges and usage charges.
6155	TIC Stationery & Sundries	600	1,040	145	1,040	1,051	Provision for the purchase of stationery, weekly local paper and other general expenditure.
6157	TIC Publication Printing (Accom Guide & calendar)	730	1,030	0	1,030	1,040	Provision for the printing costs of the annual accommodation guide. See income line 4510.
6165	TIC Computer / IT	378	590	88	590	596	Provision for on site IT support and replacement of minor items of equipment
6170	TIC Advertising	2,251	2,500	300	2,500	2,525	General provision for advertising costs.
6175	TIC Show stands,fees/sundries	0	237	0	237	239	Contingency for pitch fees or the cost of promotional goods given away at the Herts County Show.
6195	TIC Stock for resale	5,058	4,967	1,808	4,967	5,016	Cost of books and souvenirs sold in the T&TIC. See income line 4500.
6196	TIC Event tickets	22,201	43,761	3,737	43,761	44,198	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	1,013	500	505	Contingency for minor repair & maintenance items.
6198	TIC Health & Safety	524	1,172	94	472	477	Contingency for fire extinguisher servicing, PAT testing and alarm monitoring charges.
	TOTAL TOWN & TOURIST INFORMATION CENTRE EXPENDITURE (OTHER)	82,030	86,497	22,202	85,751	86,449	
6200	DS Functions sec/admin	19,313	23,305	4,715	19,285	22,310	Apportionment of staff salary costs. A 1% cost of living increase is included plus any spinal point increases due.
6205	DS Functions management	5,772	5,895	1,740	5,895	5,955	Apportionment of staff salary costs. A 1% cost of living increase is included plus any spinal point increases due.
6210	DS Caretaking	11,675	16,355	2,715	11,655	16,440	Apportionment of staff salary costs. A 1% 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 1% 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 31.06/17	PROJECTED OUTCOME 2017/18	BASE BUDGET 2018/19	BASE BUDGET 2017/18
	DOWNSHIRE SUITE EXPENDITURE (SALARIES)	36,760	45,555	9,170	36,835	44,705	
6220	DS Marketing & Promotion	3,809	5,150	1,697	5,150	5,202	Provision for advertising the Downshire Suite as a wedding venue
6225	DS Equipment	1,264	1,214	27	1,214	1,227	Contingency for replacement of catering equipment or furniture for the Downshire Suite.
6230	DS Special Cleaning	895	618	0	618	624	Contingency for professional cleaning charges for Downshire Suite carpets & curtains etc.
6235	DS Licence (Civil Ceremonies, PEL, PPL & PRS)	180	2,000	111	2,000	2,020	Provision for music licences etc.
6240	DS Stationery	0	1,705	0	1,705	1,722	Contingency for printing charges for promotional brochures and information leaflets.
6245	DS Catering Purchases & equipment hire	11,471	12,484	3,133	12,484	12,608	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	1,500	1,515	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	4,968	24,671	24,917	
6500	SW MBR Salaries	7,324	7,405	1,838	7,330	7,320	Apportionment of staff salary costs. A 1% cost of living increase is included plus any spinal point increases due.
	MILL BRIDGE ROOM EXPENDITURE (SALARIES)	7,324	7,405	1,838	7,330	7,320	
6510	SW MBR running costs	0	122	0	122	123	Contingency for minor repair & maintenance items.
6525	SW MBR Marketing & Promotion	0	171	0	171	173	General provision for advertising costs or promotional leaflets.
6515	SW MBR Rates	1,428	1,471	1,282	1,282	1,295	Business rates payable for the Mill Bridge Room.
	MILL BRIDGE ROOM EXPENDITURE (OTHER)	1,428	1,763	1,282	1,575	1,590	
	TOTAL EXPENDITURE	442,621	521,915	123,949	505,250	519,810	

SUMMARY

	TOTAL INCOME	-164,426	-176,401	-59,626	-176,401	-178,158	
	TOTAL EXPENDITURE	442,621	521,915	123,949	505,250	519,810	
	NET EXPENDITURE	278,195	345,514	64,323	328,849	341,652	