

**MINUTES OF THE MEETING OF THE DEVELOPMENT AND LEISURE
COMMITTEE HELD ON MONDAY 2 OCTOBER 2017 IN THE ROBING ROOM, THE
CASTLE, HERTFORD AT 7.30PM**

PRESENT: Councillor Miss J Sartin in the Chair

Councillors: P Boyle, Mrs S Dunkley, S Cousins, Mrs S Newton and A Stevenson.

IN ATTENDANCE: Cllr P Ruffles – part of the meeting
Mr J Whelan – Town Clerk
Ms P Carpenter – Civic Admin Manager
Mrs M Reynolds – Marketing and Events Manager
Mr S Davies – Finance Manager

293. RECORDING OF MEETING

It was confirmed that no person present wished to record the meeting.

294. APOLOGIES FOR ABSENCE

Apologies for absence were received from Councillors R Deering, Mrs M Stevens, Dr J Downs, Mrs J Goodeve and Mrs B Haddock

295. DECLARATIONS OF INTEREST

None		

296. THE MINUTES

It was **RESOLVED** that:

The minutes of the meeting held on 19 June 2017 were approved as a correct record and the Chairman authorised to sign the same.

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

Maidenhead Street Area Improvements

The Chairman confirmed that a programme had been set out and the informal consultation on the TRO was due to be published shortly. A meeting was also due to take place regarding appropriate street materials.

Volunteer Boards

It was requested that this matter be referred to the next meeting with an update on progress carried out by the TTIC.

DBS Checks

This had been completed, but following an error in the checking process these have had to be re-submitted at no extra cost to the Council.

It was **RESOLVED** that:

The action sheet be received and noted.

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

There were no members of the public wishing to speak.

299. TOURISM AND PROMOTION – TOWN AND TOURIST INFORMATION CENTRE

The Committee received a report summarising activity at the Tourist Information Centre (TTIC).

Calendar 2018

It was confirmed that the Calendar will launch this Sunday and be available to purchase from Monday 9 October.

TTIC visitor and enquiries

It was noted that the visitor numbers had increased during August, possibly as a result of the Pirates and Princess trail, but that all other enquiries were down, which was disappointing.

Ticket Sales and New Booking System

At the last meeting the Committee approved the purchase of a basic online ticketing system in a bid to increase ticket sales from the TTIC. The Committee discussed whether it would be suitable to invest in an advanced ticketing system that would allow customers to select allocated seating. It was requested that a report be referred to the next meeting outlining proposals to improve ticket sales.

It was **RESOLVED** that:

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

300. TOURISM AND PROMOTION – HERTFORD TOWN COUNCIL EVENTS

The Committee received a report detailing feedback of the events that had taken place in 2017 and was pleased to note that all the events had been largely well attended and successful. The Beautiful Hertford event did not make the impact it was hoped and as such would not be repeated in 2018, feedback from retailers was that it was held at the wrong time of year for a fashion event and that April would have been preferable. This however would clash with the Arts Festival and therefore not feasible.

Rock at the Castle

This was another highly successful event, and the alcohol policy as adopted worked extremely well. There were one or two matters which required addressing for the 2018 event, including provision of a bin to hold the excess alcohol which had been confiscated at the gate and ensuring the bars did not run out of alcohol too early.

It was **RESOLVED** that:

- a) The Committee **notes** the report.
- b) The Committee **approves** the implementation of the existing alcohol policy for Rock at the Castle for future years.

301. HERTFORD TOWN COUNCIL PLANNED EVENTS PROGRAMME 2018

The Committee received a report outlining the proposed event programme for 2018, which was primarily the same as 2017.

Cars at the Castle

Officers were requested to investigate the feasibility of implementing a charge to individuals who wished to exhibit their cars at the event, as this was understood to be the usual practice at the majority of classic car events.

Hertfordshire Festival of Music

The organisers of Hertfordshire Festival of Music are very enthusiastic and looking to grow the event year on year. In this regard it has sought the support of the Town Council as partners. The Council was keen to work in partnership with the organisers and in terms of advertising could offer the billboard situated outside Hertford North Station in place of the provision of a cross street banner, which would be unlikely to be approved by the District Council under advertising consent.

Carnival at the Castle

It was recommended that the name of Carnival at the Castle, as organised by the Rotary Club be changed to Hertford Fun Day given that there is no procession. Officers were requested to liaise with the Rotary Club to seek their approval of the name change.

Film choices for Open Air Cinema

The Committee considered film choices for the Open Air Cinema for 2018 and after discussion chose either Grease or Dirty Dancing for the Friday evening and Ghostbusters or Jurassic Park for the Saturday evening. It was noted that licences were not always available and that it may be necessary to give further consideration to the matter.

It was **RESOLVED** that:

- a) The Committee **approves** the name Hertford Castle Fun Day for the event to be held on Sunday 24th June
- b) The Committee **approves** the partnership arrangement with the Hertford Festival of Music
- c) The Committee **approves** the events programme for 2018.

302. TOWN CENTRE UPDATE

The Committee received a report summarising the various projects designed to assist the economic health and development of the town centre.

Christmas lights

It was noted that new adequate Christmas lighting was required in St Andrew Street to replace the lights which fell down last year.

Town Centre Wifi

Listed building consent applications had been submitted for the wifi boxes and should therefore be determined within the next 8 weeks.

It was **RESOLVED** that:

- (a) The Committee **notes** the progress made on delivering the Council's Town Centre Priorities.

303. HERTFORD ENTREPRENEURS

The Committee received a report which provided an update of the activities of the Hertford Entrepreneurs.

Whilst each event always received a large number of registrations, often many of those registering do not attend on the night. A discussion took place on the feasibility of making a small charge in order to put a value on the evening and ensure a better attendance. The Hertford Entrepreneurs Committee would discuss the possibility of making a charge for future events.

It was **RESOLVED** that:

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

304. VENUE HIRE REPORT

The Committee received an update on the hire statistics for the Castle and Mill Bridge rooms. The Committee was pleased to note the increased bookings at the Castle, and noted that the Mill Bridge Rooms bookings had increased significantly in recent years.

It was **RESOLVED** that:

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

305. FRIENDS OF HERTFORD CASTLE – CASTLE TOURS

The Committee received a report outlining proposed changes to the Castle Tours.

Private Castle Tours are currently offered to groups such as schools and tour groups on a free of charge basis although private tour groups make a donation to the Mayor's charity appeal. An officer is required to be on site when a tour is taking place along with a guide from the Friends of Hertford Castle.

As the Castle is becoming more popular as a venue for hire for corporate bookings and weddings etc, it was decided that in order to maximise income, times should be limited for when tours could visit and a charge to tour groups equivalent to the cost of the private hire rate, beginning at £60, (25% of which will go the Mayor of Hertford's Appeal Fund) should be made. School tours and those for charities would continue free of charge.

It was **RESOLVED** that:

- (a) The Committee **notes** the report
- (b) The Committee **approves** the proposed changes to the private Castle Tour arrangements.

306. CCTV STATISTICS AND TAXI MARSHAL UPDATE

The Committee received a report from the Finance Manager outlining the recent CCTV statistics and taxi marshal update.

It was **RESOLVED** that:

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

307. SELE NEIGHBOURHOOD AREA PLAN WORKING PARTY MINUTES

The Committee received the minutes of Sele Neighbourhood Area Plan Working Party meeting held on 8 June 2017.

The Chairman of the Working Party advised that within the next month it was hoped that an early draft of the plan would be available.

It was **RESOLVED** that:

The Committee receives the Sele Neighbourhood Area Plan Working Party minutes held on 8 June 2017.

308. BENGEO NEIGHBOURHOOD AREA PLAN WORKING PARTY MINUTES

The Committee received the minutes of Bengero Neighbourhood Area Plan Working Party meeting held on 6 July, 3 August and 31 August 2017.

A reference in the minutes to inviting a Castle Ward member to the Working Party meetings was discussed but it was not thought necessary for that member to be a permanent member of the Group, but an attendee as and when necessary.

It was **RESOLVED** that:

The Committee receives the Bengero Neighbourhood Area Plan Working Party minutes held on 6 July, 3 August and 31 August 2017.

309. MARKET WORKING PARTY MINUTES

The Committee received the minutes of Hertford Market Working Party meeting held on 24 July 2017.

It was confirmed that progress was at a very early stage and is currently at the fact finding stage. The Council is determined to look carefully at all aspects of running the market before giving consideration to taking it on.

It was **RESOLVED** that:

The Committee receives the minutes of the Hertford Market Working Party minutes held on 24 July 2017.

310. PLANNING TRANSPORT AND TRAFFIC - PLANNING SUB-COMMITTEE

The Committee had received copies of the minutes of the Planning Sub Committee meetings held on 26 June, 10 July, 24 July, 7 August, 4 September and 18 September 2017

It was **RESOLVED** that:

The minutes of the Planning Sub Committee held on 26 June, 10 July, 24 July, 7 August, 4 September and 18 September be received.

311. PROGRESS ON OBJECTIVES

The Committee received an update on the progress made on the Objectives for 2016-19.

It was noted that discussions are ongoing with the Civic Society and the landlord of Lombard House regarding the replacement of the plaque which went missing.

It was **RESOLVED** that:

The Committee **notes** the progress on the Objectives for 201-19.

312. COLE GREEN WAY GREEN SPACE ACTION PLAN

The Committee received a briefing document on the proposed Cole Green Way Action Plan 2018 – 2023 for the future management of the Cole Green Greenspace.

The Council was very supportive of the proposals in the Plan and noted the value of the Cole Green Way as a non motorised route. The Council would not however wish to see tarmac or paving along the whole of the route, nor wayfinding lighting, which would compromise the rural aspect of the area, which it was felt generally important to retain. The TTIC to be suggested as a place to make the proposed publicity material available through.

It was **RESOLVED** that:

The Committee **approves** the above comments to be sent to HCC

313. FINANCE – FIRST QUARTER INCOME AND EXPENDITURE 2017/18

The Committee received a report on the first quarter income and expenditure for 2017/18.

It was noted that both venue hire and stall booking income was going well.

It was **RESOLVED** that:

(a) The Committee **notes** the end of year income and expenditure to 31 March 2017.

314. DRAFT BUDGET

The Committee received an early draft of the budget for 2018/19 and the Chairman advised that careful consideration must be given to the TTIC budget at the next meeting and further income generating activities must be considered. The budget would be given further consideration at the next meeting of the Committee in December.

It was **RESOLVED** that:

The Committee **notes** the Draft Budget for 2018-19

The meeting closed at 9.05pm