

**MINUTES OF THE MEETING OF THE DEVELOPMENT AND LEISURE COMMITTEE
HELD ON TUESDAY, 5 JANUARY 2010 IN THE ROBIN ROOM, THE CASTLE,
HERTFORD AT 7.30PM – PREVIOUSLY SCHEDULED FOR 21 DECEMBER 2009**

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

Councillors: Miss K P Darby, Mrs H P Durbin, Mrs A Emsley, Miss C J Geall, M McCormick, D R Poole, Dr L E Radford and P A Ruffles

IN ATTENDANCE: Mrs N L Villa, Town Clerk
Miss M Challis, Marketing & Promotions manager (acting)

192. APOLOGIES FOR ABSENCE

None were received.

193. DECLARATIONS OF INTEREST

Councillor P A Ruffles declared personal and prejudicial interests in any matter relating to Hertford Horticultural Society as he is president.

194. THE MINUTES

It was **RESOLVED** that:

The minutes of the meeting held on 28 September 2009 were approved as a correct record and the Chairman authorised to sign the same.

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

It was **RESOLVED** that:

The action sheet be received and noted.

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

There were no members of the public wishing to speak.

197. TOWN DEVELOPMENT – CCTV STATISTICS

The Committee received the latest CCTV statistics for Hertford.

The Town Clerk was requested to query whether there was any reason for the increase in arrests in Parliament Sq over the past 12 months and for clarification on what constitutes a domestic offence.

It was **RESOLVED** that:

The CCTV statistics report be noted.

198. TOURISM AND PROMOTION – TOWN AND TOURIST INFORMATION CENTRE

The Committee received a report summarising activity at the Town and Tourist Information Centre.

The overall report was very positive with increases in the number of visitors and sales of event tickets.

The Hertford Live busking project has quietened over the winter months, with a new advertising campaign scheduled for the spring, along with researching other ways of boosting the use of the facility.

It was **RESOLVED** that:

The report summarising activity at the Town and Tourist Information Centre be noted.

199. TOURISM AND PROMOTION – HERTFORD TOWN COUNCIL EVENTS

The Committee received a report summarising the Town Council's events since September 2009 and the proposals for 2010.

It was felt that the Christmas Lights switch on event would be better on an alternative day, rather than a Sunday.

The Committee would like to see another production from an Open Air Theatre in the grounds, and some open air theatre companies are being approached for quotations; however it is very likely that this will have to be a "paid ticket" event this year.

No tours are scheduled for 5th September as there will be tours on the Open Day on 12 September as part of National Heritage Weekend. The Castle will be open to the public on 5th September, with volunteers available to answer questions.

It was **RESOLVED** that:

- a) The Committee approve the proposed events programme for 2010 up to November. The Market Beadle and traders be consulted regarding the day of Christmas Lights switch on.
- b) The Committee note the report

200. TOURISM AND PROMOTION – FRIENDS OF HERTFORD CASTLE

The Committee received a report on the activities of Friends of Hertford Castle and minutes of their recent meeting.

The Committee liked the idea of a DVD giving a potted history of the Castle, as this could be used on days when official tours were not available.

It was **RESOLVED** that:

The Friends of Hertford Castle report and minutes be noted.

201. VENUES

The Committee received an update on the hire statistics for the Castle and Mill Bridge rooms.

It was recommended that prices remain the same for 2010/11 to reflect the current economic climate; there have been some cancellations due to this.

Further enquiries are to be made to ensure the competitiveness of Hertford Castle as a wedding venue.

It was **RESOLVED** that:

- a) The Committee agreed to freeze the wedding and corporate hire fees at the 2009/10 rate for 2010/11.
- b) The Committee note the report on Hertford Town Council Venues.

202. TOWN COUNCIL LOGOS

The Committee received a report to consider a professional adaptation to the Town Council logo which can incorporate both Council and corporate use.

Two companies provided quotations to create a suitable design. A sample, designed by Company A was presented, which led to discussion on how it could be amended.

It was **RESOLVED** that:

The Committee agree to accept the proposal from the company A to design a professional corporate image, and the design to be agreed by the Town Clerk in consultation with the Chairman.

The Committee agreed to the use of the Town Crest with wording under the crest to be adapted as appropriate; either Hertford Town Council or Hertford Castle.

203. CHRISTMAS LIGHTS

The Committee received a report proposing the review of the existing provision of the Christmas lights and/or tendering the current display.

It was **RESOLVED** that:

The Committee approve the proposal to tender the provision of the Christmas light display for 2010 – 2013 inclusive, with member involvement at a later stage.

204. PARKING IN HERTFORD

The Committee received a report which gave an update on the proposed increased parking fees being applied to car parks in Hertford from April 2010. The report also advised members of the current discussion taking place at East Herts Council concerning the introduction of on-street parking charges from 2013.

Councillors were opposed to the increased parking charges, particularly given the need to encourage shoppers to the town centre during the economic down-turn. It was noted that the charges in neighbouring Ware to be frozen. Councillors were opposed to the introduction of on-street charging, as this would deter people from making short visits to the town centre, and the parking meters would detract from the appearance of the historic market town.

Councillors were also keen to see “pay-on-foot” being introduced to Hertford’s car parks; even if as a trial in one or two of the main car parks.

It was **RESOLVED** that:

- a) The Committee note the report
- b) The Committee instruct the Town Clerk to write to East Herts District Council expressing its concerns about the increased parking charges and to reaffirm its opposition to the introduction of on-street parking charges in Hertford.

205. PLANNING TRANSPORT AND TRAFFIC - PLANNING SUB-COMMITTEE

It was **RESOLVED** that:

To receive the Minutes of the Planning Sub-Committee meetings of 14 September, 28 September, 12 October, 26 October, 9 November (reconvened 16 November) and 23 November 2009 be noted.

206. FINANCE – SECOND QUARTER INCOME AND EXPENDITURE FOR 2009/10

The Committee received a report on the second quarter income and expenditure for 2009/10.

The report provided a commentary on significant items.

It was **RESOLVED** that:

The Committee note the report on income and expenditure to 30 September 2009.

207. FINANCE – COMMUNITY GRANTS

The Committee considered a Community Grant application and **RESOLVED** in accordance with its powers under section 137 of the Local Government Act 1972 that the Committee should incur the following expenditure, which in its opinion is in the interest of the area, or its inhabitants and will benefit them in a manner commensurate with the expenditure:

Hertford Horticultural Society be awarded £500 towards the cost of staging its Autumn Show. The Society will not be able to use the Castle on the date they required in 2010, following a number of years of the event taking place there, so has sought an alternative venue..

208. FINANCE – DRAFT BUDGET FOR 2010/11

The Committee received the first draft of the proposed budget for 2010/11 financial year.

It was **RESOLVED** that:

- a) The committee delegate authority to the Marketing & Promotions Manager, in consultation with the Chairman, to set event pitch fees at a level likely to attract exhibitors and traders back to future events.
- b) The committee approve the draft budget, subject to allowing for an increase in wedding bookings and T.I.C. ticket sales.
- c) The Committee agreed that the optional project be included in the budget which the Committee would recommend to the Finance Policy and Administration Committee for consideration on 11 January 2010.