



A SUMMARY OF THE
HERTFORD TOWN COUNCIL

SUSTAINABLE TOURISM STRATEGY

2025 - 2028



"We will work together with the people of Hertford to make our town even more vibrant, green and inclusive. A historic town that is ready for tomorrow."

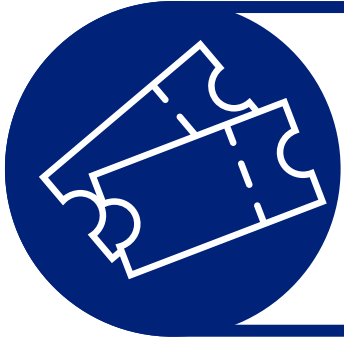
This strategy seeks to position Hertford as a leader in sustainable tourism, ensuring that the town's visitor economy grows in a way that benefits residents, businesses and the environment. By leveraging its strategic location near London, recent infrastructure investments and strong community networks, Hertford can become a model for low-impact, high-quality tourism. This strategy's key objectives are to:

- **Enhance Hertford's Profile:** Promote the town as a premier cultural and heritage destination, capitalising on its proximity to London.
- **Embed Sustainable Practices:** Align tourism development with environmental, social and economic sustainability goals.
- **Strengthen Local Collaboration:** Empower businesses, residents and community groups to co-create a cohesive tourism offer.
- **Drive Economic Benefits:** Increase visitor numbers and overnight stays, supporting local hospitality, retail and cultural sectors.
- **Mitigate Challenges:** Address congestion, waste and infrastructure strain to ensure an enjoyable visitor experience.
- **Measure Success:** Use SMART monitoring criteria to track economic, environmental and social impact.



Image credit: Simon Thorp

We will achieve these goals through implementing work within the following themes:

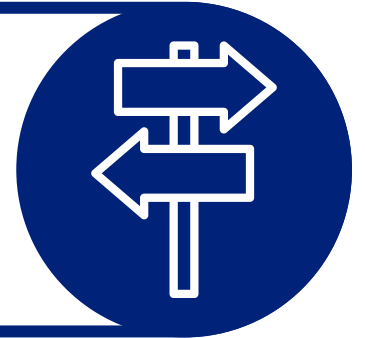


PRODUCT

Enhancing the tourism offering by creating and improving visitor experiences, events and attractions.

PLACE

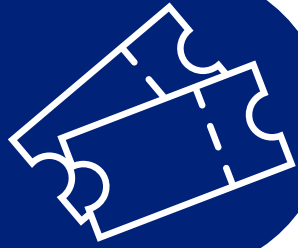
Physical improvements that enhance the visitor experience, including wayfinding, public spaces and accessibility.



PEOPLE & PROMOTION

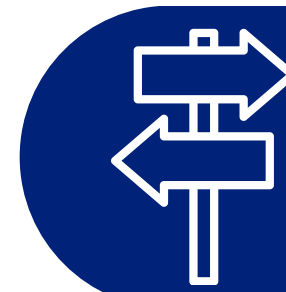
Engaging businesses, residents and visitors, in promoting Hertford, while fostering collaboration and participation.

PRODUCT



- **Promote Local Food Heroes:** Champion local organisations recognised by national/regional food industry/standards and awards and develop a narrative on local food producers and sustainable businesses.
- **Co-ordinate cultural organisations and community event organisers:** Launch a Hertford tourism roundtable to streamline event planning, share best practice and improve marketing alignment, through our Town and Tourist Information Centre.
- **Fund new events and experiences:** Establish a seed fund to support local entrepreneurs in creating sustainable tourism events, such as heritage walks, themed pop-ups and/or volunteering opportunities.
- **Develop nature-based experiences:** Partner with local reserves and green spaces to offer guided experiences and conservation workshops.
- **Expand water-based tourism:** Investigate a new canal boat mooring site for overnight stays and promote canoe and paddleboard rentals with guided eco-tours.





PLACE

- **Ensure visitor-friendly parking strategy:** Improve signage to lesser-used car parks to limit unnecessary journeys.
- **Investment in visitor experience:** Lobby for infrastructure improvements such as additional seating areas, improved lighting and creating interactive displays in key tourist areas like the Town and Tourist Information Centre.
- **Improve town wayfinding:** Install new visitor-friendly signage at key points. Through the Town and Tourist Information Centre, we will lead on bus, train and active travel information distribution, including safer cycling.
- **Improve riverside access:** Lobby for riverfront pathways and create a waymarked circular walking route incorporating historic and natural points of interest.
- **Work more closely with transport providers around key events:** Investigate seasonal transport partnerships offering discounted or free travel for major events to encourage sustainable visitor travel.

We will also play a key role in the **Hertford Castle Greenspace Renewal** project and its activities that improve infrastructure and wayfinding in and around Hertford Castle.

PEOPLE & PROMOTION



- **Expand promotion of community events:** Broadening the offer from the Town and Tourist Information Centre and better sharing community events and local activities through our communication channels.
- **Encourage accessibility improvements:** Support and promote the accessibility of Hertford's key locations, such as the Changing Places facility at BEAM. Encourage local businesses to sign up to AccessAble Access Guides to ensure that visitors with additional needs can easily find accessible services and facilities.
- **Develop a Hertford place brand:** Create a compelling place brand for Hertford that highlights its heritage, culture and greenspace.
- **Consider resident reward schemes:** Increase participation in local loyalty schemes to encourage more resident engagement offering value, while retaining business locally.
- **Signpost business support and sustainability resources:** Through our Business Breakfasts and work with Visit Herts, offer regular updates, support and opportunities.
- **Support the development of the Castle Plus Neighbourhood Plan** to enhance business and heritage across the town.



We have...

- Shared a digital safer cycling map for Hertford.
- Worked with partners to plan the installation of Car Park Variable Message Signs (VMS).
- Invited local artists to bid for a new art installation in Evron Place, with a theme of friendship between our twin towns, Evron and Wildeshausen.
- Held four business breakfasts discussing the key needs of the town, in order to increase footfall and enhance the visitor experience.
- Funded the new Stage 2 studio at BEAM to be enjoyed by local productions, the community and our visitors.



We will...

- Improve wayfinding.
- Develop local food events.
- Expand our heritage offer - particularly in the grounds of Hertford Castle.
- Make the most of Hertford's rivers.
- Continue to work collaboratively with local organisations like Hertford Library and Hertford Museum.
- Promote further cycling initiatives.
- Facilitate a forum for local cultural community groups.

Read the full Strategy at:
[www.hertford.gov.uk/
strategies-and-business-plan/](http://www.hertford.gov.uk/strategies-and-business-plan/)

Please share your thoughts and any ideas for initiatives via comms@hertford.gov.uk