



HERTFORD TOWN COUNCIL

CORPORATE PLAN

2024/2025 – 2026/2027

COUNTY TOWN
Hertford



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INTRODUCTION

With a population of 29,420 (2021 Census) the people of Hertford make up a vibrant community; Hertford Town Council is proud to represent and serve the people of Hertford.

Formerly a major market for corn and other agricultural produce, Hertford owed its importance to proximity to London which resulted in lucrative trading and provision of a base for royalty and nobility to enjoy country life and sport.

A historic market town, Hertford has so much to offer: specialist shops, Hertford Museum, Hertford Library, BEAM, antique shops, pubs and restaurants, riverside walks, town and Castle events. History, art, culture, nature, gastronomy and much more besides, Hertford draws on its history of over a thousand years. The town centre, which is largely a conservation area, incorporates the central Salisbury Square, which features a water sculpture depicting the four rivers that meet in Hertford - the Rib, Beane, Mimram and Lea.

Hertford Town Council is the closest tier of local government to the people of Hertford. Currently, East Herts District Council is the second tier and is responsible for services including car parking, waste collection, housing, town and country planning and street cleaning. Hertfordshire County Council is the third and 'top' tier and has responsibility for highways (relating to both roads and pavements), education, public health and social services, minerals and waste planning, public rights of way and libraries.

In August 2025, Hertford Town Council was awarded Gold in the Local Council Award Scheme, run by the National Associations of Local Councils (NALC). The Council is innovative and ambitious; our Officers and members work in collaboration with other Councils and strategic partners, and are mindful of the opportunities that the Government's proposed devolution may bring. The Council will work with principal authorities to ensure that any change in the administration of services for our residents is handled as seamlessly as possible.

This plan sets out our current services and activities, as well as our plans for the next three municipal years. While we have ensured good governance as we look to the future, we remain ever responsive - ready for both the challenges and the opportunities that may lie ahead.



Hertford - The County Town



MISSION STATEMENT



Mission Statement

"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."



HERTFORD TOWN COUNCIL

Hertford Town Council's Objectives



To safeguard and enhance the natural environment and increase net biodiversity.



To build strong links with residents, business and other stakeholders and empower them to develop vibrant communities.



To foster a spirit of Hertford – celebrating its rich historical, natural, and cultural heritage through the arts, music, culture and sport.



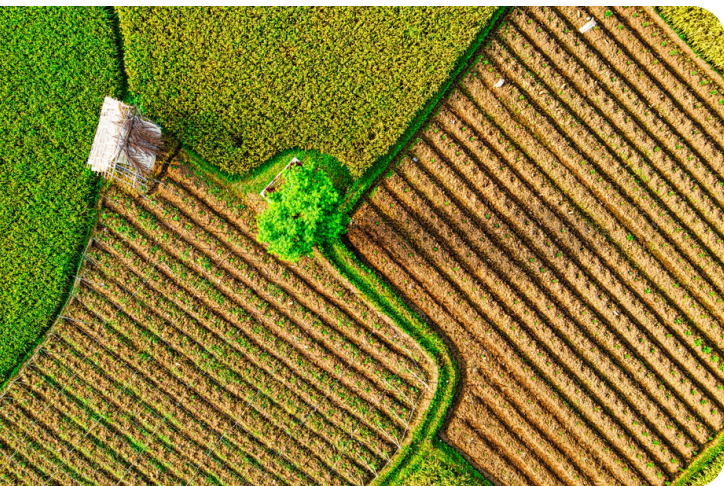
To support the continued environmental, spatial, and economic development of Hertford, with a focus on enhancing the vibrant town centre.



To operate with sound financial management and good governance in all our activities.



STRATEGIC FOUNDATIONS



ENVIRONMENTAL SUSTAINABILITY STRATEGY

2025 - 2028



Hertford Town Council declared a climate emergency in July 2023.

To help tackle this emergency, the Council has put together an environmental sustainability strategy, declaring both its commitment and its aim to be carbon neutral by 2030 and to do all in its power to protect our environment and make Hertford as sustainable as possible.

As a Council, we have begun work on making our own buildings and operations more sustainable in order to reach net zero carbon emissions by 2030. This strategy outlines how we will continue to improve our own buildings and operations whilst also tackling the climate and ecological emergency across the town. To do this we will:

- Work in partnership with residents, businesses, charities and other organisations to influence positive behavioural change to improve the environment and sustainability of Hertford.
- Use our role as the most local tier of local government to influence policy that affects Hertford –working with both District and County Councils on issues such as public transport and roads, waste and recycling, and planning.
- Aim to transform the way we operate as a Council and to further improve those areas of the town over which we have direct control, such as our own buildings, operations, and green spaces.

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



GREENER COMMUNITIES

Helping Hertford to be more sustainable

WALKING, WHEELING AND CYCLING

Enabling more sustainable forms of transport



NATURE AND BIODIVERSITY

Protecting and enhancing biodiversity

A GREENER COUNCIL

Transforming our own estate and operations



STRATEGIC FOUNDATIONS

ENVIRONMENTAL SUSTAINABILITY STRATEGY

GREENER COMMUNITIES



- **Use our Influence** to push for more sustainable development and infrastructure decisions at both a County and District level. This includes commenting on planning applications according to our planning aspirations for the town and passing these comments to the District Council.
- **Provide advice on grants** for projects that help deliver this strategy, such as energy efficiency improvements to homes and businesses' that could potentially save money for our residents and businesses. This includes supporting green projects and initiatives that align with this strategy, through the allocation of the Hertford Town Council Community Fund.
- **Engage with the community** about this strategy and provide advice to residents and businesses on how they can reduce their impact on the environment and be more sustainable.
- **Enable members of the community** to be greener by supporting initiatives and partnerships that help deliver this strategy.
- **Support the development of the Castle Plus Neighbourhood Plan** to improve the sustainability of any new development in the town and to protect and enhance green space and biodiversity.



WALKING, WHEELING AND CYCLING

- **Encourage and support initiatives to promote active travel** – for environmental benefit as well as improved health and wellbeing. We will also improve wayfinding in the town, so that pedestrian and cycle routes are clearly signposted. This will be in line with Hertford Town Council's Sustainable Tourism Strategy.
- **Support projects to improve air quality** by reducing traffic and congestion. This includes working with partners to seek the installation of Car Park Variable Message Signs (VMS).
- **Encourage and support initiatives to make public spaces safe, accessible and inclusive**, this could include working with the highways authority to widen pavements, implement more dropped kerbs and improve surfaces.

NATURE AND BIODIVERSITY



- **Protect and enhance our green spaces**, this includes continuing to sensitively maintain the greenspaces we own and manage and identifying nature corridors to allow the movement of wild species as set out in the Hertfordshire County Council Nature Recovery Strategy.
- **Enhance biodiversity** in the town with nature-friendly green space and new wildlife habitats, this includes creating places for new wildlife habitats such as mini rewilding areas, planting wildflower meadows and micro forests through Miyawaki planting methods.
- **Take action where we can to improve the quality of our water bodies** and increase water efficiency. This includes helping residents, businesses and schools to reduce their water use by working with the local water supplier to develop educational resources on water efficiency.

STRATEGIC FOUNDATIONS

ENVIRONMENTAL SUSTAINABILITY STRATEGY



HERTFORD TOWN COUNCIL

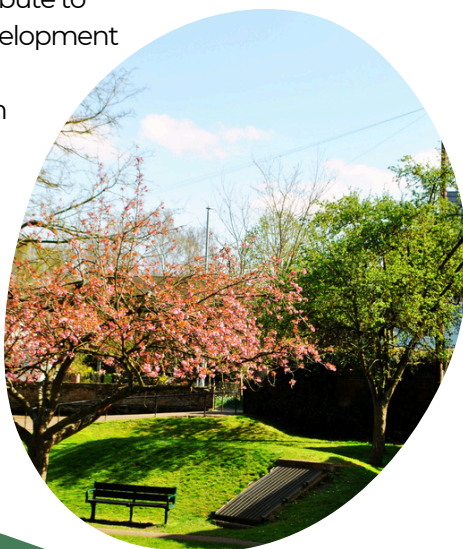


A GREENER COUNCIL

- **Make our buildings and operations more energy efficient** and sustainable, showcasing best practice - this includes completing our Eco Audit actions, working towards a sustainable accreditation scheme and switching to low-carbon heating systems where possible.
- **Develop a Sustainable Procurement policy**, implementing high sustainability standards for anything we procure and giving priority to recycled, Fairtrade and locally sourced products. We will ensure that our suppliers are aligned with our Sustainable Procurement Policy and that their approach to sustainable and responsible procurement is detailed in contracts.
- **Be mindful of offering environmentally friendly choices through our events** by, for example, offering plant-based food and drink options at Castle events. We will champion and support local food and drink providers that adopt innovative sustainable practices, including the Refill scheme.

We will...

- Develop a Sustainable Procurement Policy that ensures any products or services we purchase are sustainably and responsibly sourced.
- Increase the number of nature-friendly plant species in green spaces, hanging baskets and planters.
- Support active travel and contribute to East Herts District Council's development of the Local Cycling and Walking Infrastructure Plan (LCWIP).



We will also play a key role in the **Hertford Castle Greenspace Renewal** project and its activities that promote nature enhancement and community involvement, in the heart of the town.

We have...

- Reduced paper usage from 660,000 to 43,000 A4 sheets per annum - saving 77 trees per year for a decade!
- Launched the Refill Scheme to reduce plastic pollution - with 35 Refill stations across Hertford.
- Signed River Action's 'Charter for Rivers'.
- Adopted a biodiversity policy.
- Banned use of pesticides/herbicides on Council land/allotments.
- Hosted our first BioBlitz in collaboration with the Hertford Castle Greenspace Renewal Project.
- Planned an Eco Fest event and shared community activities around sustainability and nature.

Read the full Strategy at:
www.hertford.gov.uk

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

STRATEGIC FOUNDATIONS



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.

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.



STRATEGIC FOUNDATIONS

SUSTAINABLE TOURISM STRATEGY

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.



Image credit: Scott Garrod



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.

STRATEGIC FOUNDATIONS

SUSTAINABLE TOURISM STRATEGY

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.



Image credit: Scott Garrod

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

Share your thoughts and any ideas for initiatives via
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STRATEGIC FOUNDATIONS



Image credit: Scott Garrod

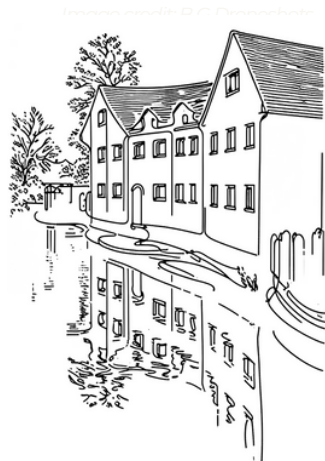
COMMUNICATIONS, ENGAGEMENT & MARKETING STRATEGY

2025 - 2028

Hertford Town Council is busy, we do a lot for a first-tier Council. We know that what we do, we do well, because our local community tells us – through our Councillors, through our communications and at our many events.

Hertford Town Council needs its communications, marketing and engagement to be consistent, concise and accurate – reflecting its goals and brand voice which will be explored in this strategy. We also need to be agile and innovative in all our work, which should seek to be as positive and forward- thinking as possible, putting the ‘customer’ - our residents, and their journey at the heart of all our efforts. This strategy seeks to translate this vision and set out how we can better communicate and engage, in order to:

- **Build the brand voice of the Council** as a champion of the natural environment, and a promoter of inclusion and diversity.
- **Ensure our residents are aware of and are satisfied** with our value for money services and our Community Fund and can access our support.
- **Increase the participation and enjoyment of everyone** within the community of this County town, while enhancing civic pride or the ‘spirit of Hertford’.
- **Enhance and protect** Hertford's green spaces, its waterways, its unique history and heritage.
- **Work in partnership** with our residents, stakeholders, local community groups and local businesses - helping our vibrant community to thrive.



STRATEGIC FOUNDATIONS

COMMUNICATIONS, ENGAGEMENT & MARKETING STRATEGY

These objectives can be further summarised into three key messages:



PEOPLE

Work in partnership with our residents, stakeholders, local community groups and local businesses - helping the whole of our vibrant and diverse community to thrive.

PLACE

Enhance and protect Hertford's green spaces, its waterways, its landmarks, businesses and community facilities.



HERITAGE

Promote and preserve the 'Spirit of Hertford' and our unique history and heritage.

ENGAGEMENT



The Strategy promotes more meaningful engagement with the local community via our:

- Town and Tourist Information Centre
- Monthly 'Meet Your Councillor' stall at Hertford Farmers Market
- Community events
- Energy Hubs
- Business Breakfasts
- Surveys
- Work with schools
- Allotment tenants
- Support for youth organisations
- Mayoral events and activities
- Support of charities and organisations through our Community Fund
- Castle Plus Neighbourhood Plan which will work with residents and businesses to provide a vision of the future.

The Strategy recommends initiatives including:

- A bi-annual residents' survey
- Closer links with schools - Youth Engagement Champion
- Greater collaboration with community groups and charities
- Streamlined websites
- Enhanced social media channels
- A quarterly Council e-newsletter.

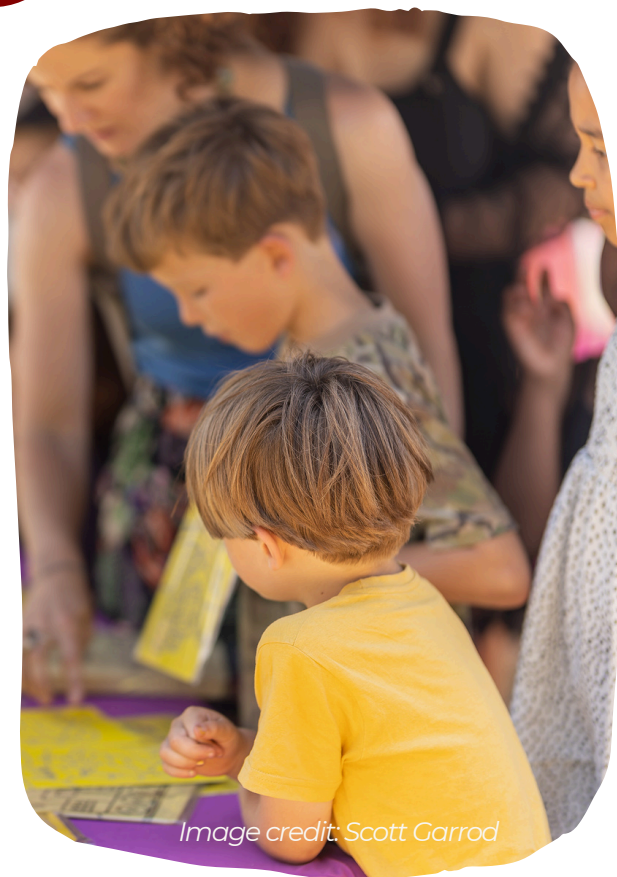


Image credit: Scott Garrod

We will also support the **Hertford Castle Greenspace Renewal** project and its activities that involve engaging with the local community.

STRATEGIC FOUNDATIONS

COMMUNICATIONS, ENGAGEMENT & MARKETING STRATEGY

We have...

- Welcomed over 26,000 people to our Town and Tourist Information Centre
- Held and promoted our regular monthly 'Meet Your Councillor' stall
- Made our press releases consistent in tone and format resulting in increased coverage, including regular pieces in local publications
- Advertised our calendar of events and promoted community events
- Promoted campaigns such as Refill Hertford
- Reviewed our online offer across our three websites
- Enhanced our social media presence.

We will...

- Develop an updated colour scheme
- Work on a fresh outlook for the website
- Extend our social media reach
- Review our noticeboards
- Further develop our media relationships
- Make accessibility a priority in all we do
- Encourage meaningful engagement across all our communication channels, events and activities.

**Read the full Strategy at www.hertford.gov.uk
Please share your thoughts and any ideas for initiatives via comms@hertford.gov.uk**

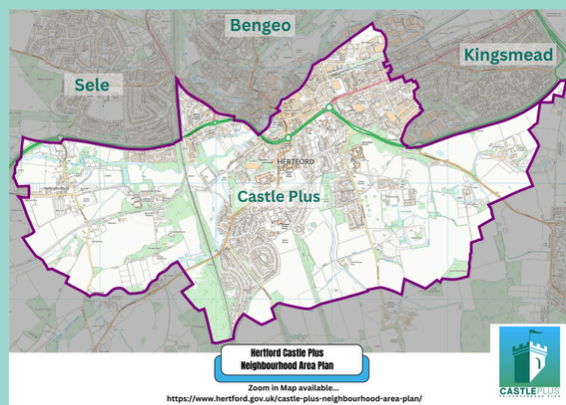
CASTLE PLUS NEIGHBOURHOOD PLAN



In Hertford, Neighbourhood Plans have already been created for Bengoe, Sele and Kingsmead. Now it's the turn of the communities covered by Castle, Kingsmead West and Bengoe South wards. This area is known as Hertford Castle Plus.

Hertford Town Council is delighted to facilitate the Castle Plus Neighbourhood Plan. This is a unique opportunity for residents and businesses in the Castle Plus area to shape the future of our community. The Castle Plus area covers the southern part of town, including the town centre and Hertingfordbury village.

Through resident and business surveys, community meetings and regular meetings of the Community Steering Group and its sub-groups, residents and businesses (within the Castle Plus area) are having their voices heard - to express their views, to discuss priorities and to help shape the future. More information on the plan can be found at **www.hertford.gov.uk**



DEMOCRATIC REPRESENTATION

Hertford Town Council is made up of Committees, Sub-Committees and Working Parties; it also holds an the Annual Town Meeting.

Finance, Policy & Administration Committee

The Committee has the duty and delegated power to manage all business and budgets relating to: personnel and staff matters, budgets, precept for recommendation to Council, premises management, general finance & administration and civic policy.

Environment & Community Services Committee

The Committee has the duty and delegated power to manage all business and budgets relating to: Environment & Sustainability, the Cemetery & closed churchyards, allotments, footpath matters and all matters and amenities relating to the community not covered by any other committee.

Development & Leisure Committee

The Committee has the duty and delegated power to manage all business and budgets relating to: planning & transport, publicity & tourism, development of town projects and all matters and amenities relating to development & planning.



HERTFORD TOWN COUNCIL

A full list of Working Parties and Sub-Committees is available at: www.hertford.gov.uk
Details of the work these Committees oversee is available via our Annual Report which is shared with residents at our Annual Town Meeting: hertford.gov.uk/uploads/cms/document/379/htc-atm-24-document.pdf

DEMOCRATIC REPRESENTATION

The Mayor of Hertford

The Mayor of Hertford is elected by their fellow Councillors at the first meeting of the Council in the municipal year. The Mayor holds this post for one year.



The Mayor's role is to chair full meetings of the Council, in accordance with standing orders, and conduct the meeting in a fair and impartial manner. The Mayor, accompanied by her Sergeants at Mace, represents Hertford at civic events and functions each year, including award-giving receptions and local and community events.

The Mayor will also hosts visits to the Mayor's Parlour at Hertford Castle for local schools, twinning groups, dignitaries and other organisations and voluntary groups.

Each Mayor selects at least one charity to support and organises events to raise funds throughout the Mayoral year. Recent events have included a murder mystery evening, a jazz evening, carols, wreath making, a boundary line walk and an annual quiz.

The Mayor hosts a free Vintage Tea Party for more mature residents, as well as organising the Mayor of Hertford Community Awards which honours community heroes at a ceremony at the Annual Town Meeting. As well as hosting the Mayor's Writing Competition, the Mayor is also a judge at the Hertford Calendar photography competition and the town's 'Winning Windows' display competition.



DEMOCRATIC REPRESENTATION

Elected members and engagement

There are 16 unpaid, elected members of Hertford Town Council representing six wards. Regardless of their political party, members work together to hold a monthly surgery at the Hertford Farmer's Market which is well advertised as a 'Meet Your Councillor' opportunity for residents to talk about local issues that matter to them.

Residents can contact Councillors as per our listings at www.hertford.gov.uk This information is also included on noticeboards around Hertford.

Nominated Councillors represent the Council on outside bodies and this year we will also nominate a Youth Champion to support our engagement with schools, colleges and youth organisations.



Officers – supporting elected members

Hertford Town Council has 22 Officers who all contribute diligently to the objectives of the Council. All Officers are regularly appraised, and their performance is benchmarked against the objectives of the Council, ensuring that all Officers know that their work contributes to the wider goals of the Council and is of direct benefit to the people of Hertford.

Training and development

All Officers are regularly appraised, and training needs are actioned and recorded. Officers have regularly sessions on Fire Awareness and Equality and Diversity and role specific training is provided e.g. Health and Safety. Councillors are invited to attend training sessions and are encouraged to submit their own training needs, which is also flagged in an annual satisfaction survey.



DELIVERING ENVIRONMENTAL SUSTAINABILITY

Hertford Town Council declared a Climate Emergency in July 2023 and has committed to taking action to protect human health and our natural world to the maximum extent its powers allow. We therefore encourage people to come to our venues/events by public or active transport.



Energy Hubs

As well as our dedicated Ecofest event, at our other community events, and alongside our monthly 'Meet Your Councillor' stalls, we often run an Energy Hub in association with East Herts District Council. This provides an opportunity to share cost-effective home improvement information with residents and knowledge on activity that will assist their financial and physical health and wellness.

Active Travel

As part of the Strategies outlined above we offer support for the local cycling community with regular meetings and a safer cycling map at www.hertford.gov.uk

We feed into the current East Herts District Council LCWIP consultation with local knowledge to inform their work in improving walking and wheeling routes across Hertford.



Refill Scheme

Hertford Town Council is working together with Ware Town Council to reduce plastic pollution on our streets and in the sea. The Refill campaign aims to reduce plastic pollution on our streets and in the sea. We are working with City to Sea and local Hertford businesses so you can fill up anywhere the Refill logo is displayed in the window, plus the Refill app can be downloaded to show Refill stations across Hertford, Ware and beyond. We currently have 35 Refill stations across Hertford.

DELIVERING ENVIRONMENTAL SUSTAINABILITY



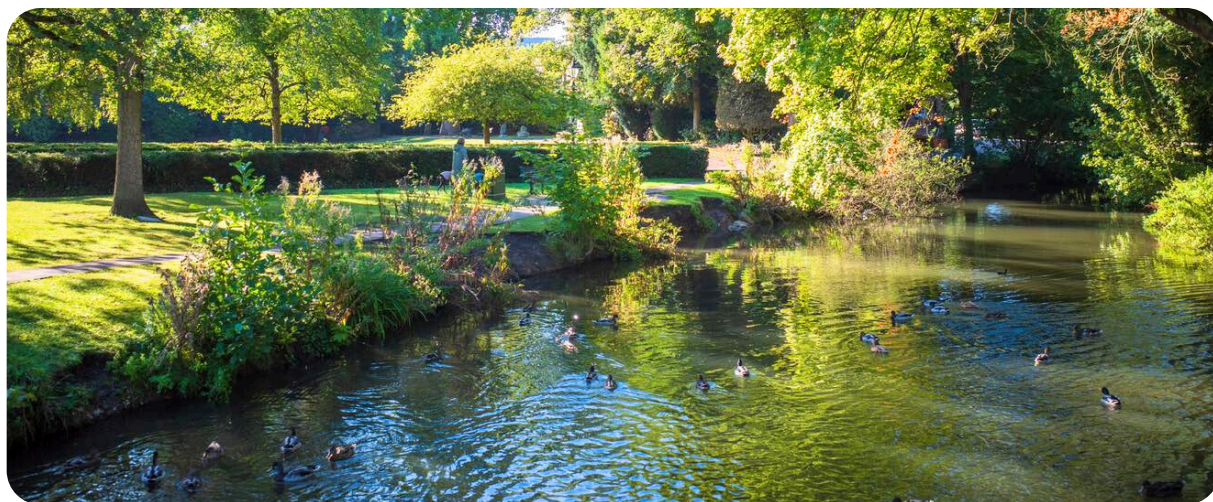
HERTFORD TOWN COUNCIL

Rivers

Hertford Town Council agreed to support River Action's Charter for Rivers in 2025. River Action is a UK organisation which campaigns against river pollution. Its Charter for Rivers sets out a ten-point plan to restore our rivers by 2030. While not every action is directly within the Town Council's power, the Council will do whatever is in its power to support Hertford's rivers.

At our Bioblitz event and at our Eco Fest, Hertford Town Council monitors the river and spread the word about the wildlife that make it and its banks, their home. Hertford's rivers are a key feature in the Environmental Sustainability Strategy and the Sustainable Tourism Strategy.

The Council will work with local groups monitoring pollution and other citizen science projects, as well as explore joining the Middle Lea Catchment Partnership, which includes the Lea and its tributaries, the Beane, Mimram and Rib in this area which form a network of chalk stream rivers that are globally rare and ecologically significant.



DELIVERING ENVIRONMENTAL SUSTAINABILITY

Hertford Castle Greenspace Renewal project

The Hertford Castle Greenspace Renewal project, where the Council is a key partner, provides an opportunity to protect and enhance the wildlife habitats of the adjacent section of the river Lea with the support of the National Lottery Heritage Fund. The project aims to rebuild the riverbank in the Hertford Castle section, improve habitat in the back channel for native species like Water Vole and otters, and install a fish pass for fish monitoring.

Hertford Castle Greenspace Renewal has been made possible with The National Lottery Heritage Fund. Thanks to National Lottery players, Hertford Town Council, East Herts District Council, and Hertfordshire County Council's Countryside Management Service are collaborating to develop this project.

Some exciting changes are being planned for Hertford Castle's greenspaces, with nearly £350,000 being awarded to develop plans for nature conservation, heritage preservation and infrastructure improvements throughout the grounds. Hertford Castle and the surrounding greenspaces have been a prominent feature of the county town for hundreds of years, featuring stunning grounds, 12th Century curtain wall, Anglo-Saxon motte, and much more. The project aims to promote this rich history, improve access for all and increase biodiversity through a range of interventions. You can read more about this at: [Greenspace Renewal at Hertfordshire's Hertford Castle](#)



TOWN & COUNTRY PLANNING

Role of the Council in Town and Country Planning

The Planning Sub-Committee has the duty to consider all planning applications relating to the area within the parish boundary of Hertford. After consideration of the applications the comments of the Sub-Committee are passed on to the East Herts District Council planning department for review.



CORE SERVICES

Hertford Town Council is committed to providing an excellent cemetery service. The Council's service includes cemetery management, liaison with funeral directors and administration of deeds and records (which are available for public inspection).

Cemetery



Hertford Cemetery, situated on North Road, is a peaceful space with great historical interest. Its natural environment attracts all types of wildlife and is an important nature conservation resource, with beautifully kept lawns and mature trees.

The Garden of Rest has plots available for the interment of ashes and the Garden of Remembrance has niches in the columbarium for the interment of ashes, and a Memorial Wall for plaques. Much of the cemetery is consecrated, which means it has been blessed by a Bishop in the Church of England. Benches are located around the cemetery and there are four water points for the public to use.

Hertford Town Council engaged Countryside Management Service (CMS), part of Hertfordshire County Council's Countryside and Rights of Way Service to produce a Greenspace Action Plan (GAP) for Hertford Cemetery and All Saints Churchyard. The completed documents will inform the management actions to be undertaken over until April 2027 when they will be reviewed. GAPs are essentially map-based management plans that provide focus and direction for the running and improvement of open spaces. They provide a clear, logical process to determine the activities that should take place over a stated period of time to achieve the objectives for the site.

Hertford Town Council has also recently launched a gravesearch function which is linked to www.hertford.gov.uk, enabling people to find their relatives' plots through an online search. We are proud to have invested in this project which will hopefully reunite families with their relatives' graves, to be able to better honour the memory of their loved ones.



CORE SERVICES

Allotments

Allotment gardening helps to promote a healthy lifestyle, providing an affordable source of fruit and vegetables, plenty of fresh air, healthy exercise and a good way to de-stress from the hustle and bustle of daily life. It can be a social activity as well, bringing together people from all age groups and various social backgrounds around a common interest.

The Town Council has 8 allotment sites in Hertford which are located at Bengoe, Cromwell Road, the Folly, Hertingfordbury, Sele, North Road, West Street and Norwood Street. The local charity Mudlarks is located at the Cromwell Road allotment site, growing fresh produce for their Café in the town, while offering both employment and gardening therapy for those local residents with additional needs.

Water is provided on all allotment sites and there is a rolling programme of site visits by Council Staff throughout the year. Maintenance work, site improvements and general tidiness of all sites are undertaken in accordance with a programme agreed by the Town Council.

To help improve communications between the Council and allotment tenants the Council encourages 'self-help' groups to set up on all allotment sites. There is a regular survey of tenants to gather meaningful data to lead to improvements, as well as a regular newsletter to promote the community aspects of allotments and inspire behavioural change in respect of environmental improvements.



Allotment Competition

WINNER



CORE SERVICES

Play Area

The Pinehurst Playground, located on the Pinehurst Estate in Hertford was opened in 2014. The Playground cost £150,000 and was a joint project between Hertford Town Council, East Herts District Councils, Riversmead Housing Association and LaFarge Tarmac.

The large playground is free to enjoy and includes areas for all ages.

There is a fenced in toddler area including a sandpit with tower and buckets as well as other play equipment including a dino and dolphin springer, twin toddler swing, cradle swing, stilts, rope logs, balance boards and roundabout.

Within the open field there is a junior playground including a large aerial runway zip wire, large climbing frame with slides, a basket swing, adult swings, roundabout ring, see-saw, and even outdoor gym equipment. In addition, there is a basketball net, goal net and goal posts.

Hertford Town Council maintains the playground and covers the associated costs with safety checks totalling £5,000 per annum. Improvements for 2025 are in progress and aligned with 'Make Space for Girls' report recommendations.



Closed Churchyards

We maintain the church yards of All Saints, St Andrews, Holy Trinity Bengoe and St Leonards for the benefit of their congregations and local residents and visitors.

Hertford Town Council is leading on improving access and pathways throughout **All Saints** church yard working closely with the diocese.

GRANTS AND COMMUNITY FUNDING

Hertford Town Council Community Fund

Hertford Town Council has grants available to help local organisations, charities or Hertford based community improvement projects. The Hertford Town Council Community fund awards up to £10,000 to local organisations or charities who apply through the process governed by the Grants Sub Committee.

Hertford Town Council has funded worthwhile projects across Hertford, allocating over £85,000 to 19 groups/organisations through its Community Fund.

Those that have benefited from the funding so far include:

- **2nd Bengoe Scouts**
Storage container for gas bottles to be stored safely
- **East Herts Citizens Advice**
Support the organisation's vital work
- **Green Rovers**
Running of vintage buses
- **Hertford and Ware Air Training**
New flight simulator
- **Hertford Contact Centre**
Funding a centre for children and non-resident parents to meet
- **Hertfordshire Festival of Music**
Funding the Annual Festival
- **Herts and Middlesex Wildlife Trust**
Interpretation panels
- **Mudlarks**
New polytunnel for growing
- **Reanella Trust**
Six-week football and wellbeing course for 13-18 year olds with bipolar disorder
- **Sporting Inspirations CIC**
Weekly sports activities for 11-19 year olds.



COMMUNITY SAFETY



Taxi Marshals Scheme

Taxi marshals have operated in Hertford since 2005 and are provided as a service by Hertford Town Council. The aim of the taxi marshal scheme is to reduce incidents of disorder in and around the taxi rank by providing an 'official' presence. The Marshals also facilitate the rapid removal of people from the town centre late at night and help to minimise crime that may result.

Taxi marshals have a positive impact on the experience of those using licensed taxis in Hertford's night time economy and as such could be viewed, alongside PCSOs and CCTV, as an integral part of the package of interventions tackling disorder arising from the active night time economy.

CCTV and Police Liaison

Officers consult the Safer Neighbourhoods Team regularly to go through CCTV statistics.



Image credit: Police and Crime Commissioner for Hertfordshire

All Council events are planned with the consideration by the Safety Advisory Group via East Herts District Council and Hertfordshire Constabulary often attend our Business Breakfasts and key civic meetings and events.



TOWN CENTRE

Business engagement

Hertford Town Council holds a quarterly Business Breakfast where local businesses are invited to come and network and here from the Council and its partners on new initiatives. The sessions have been useful for attendees to discuss issues that need attention (from air quality to tourism) and the Council has been delighted to facilitate this vital engagement.



The Town and Tourist Information Centre



Hertford Town and Tourist Information Centre is the place to start if you want to find out about Hertford past and present.

Covering the East Herts Area, it provides information on:

- Where to go – What to do for all the family
- Events and Leisure Information
- Maps, Guides, Artwork and Souvenirs – locally sourced where possible
- Travel information
- Volunteering opportunities
- Ticket Sales Service

Hertford Town and Tourist Information Centre also runs the gohertford.co.uk website, social media and sends out a weekly e-newsletter on local events, news and activities. The Centre also takes a lead in community charity activities, for example hosting a Bra Bank – to recycle and raise awareness and funds for the charity - Against Breast Cancer.



TOWN CENTRE

Street Cleaning

As well as clearing the Castle grounds after our community events, Hertford Town Council also supplies the appropriate equipment, litter pickers, hi-vis jackets and rubbish sacks for volunteer groups to litter pick anywhere in Hertford, on request.

The Council has also committed to additional deep cleaning of the main streets in the town centre, as well as its ongoing maintenance of the war memorial.



Hertford Museum

The Council works ever closer with the Museum as per its Sustainable Tourism Strategy. As well as mutual promotion across social media, the Museum is invited to participate in our Children's Trails and Events and host complementary exhibitions.



Planters

Hertford Town Council is responsible for provision of hanging baskets and planters in the town centre. We endeavour to use environmentally friendly plants that are visually pleasing.



Art and Town Twinning

Hertford Town Council is funding a new community art project in Ebron Place, in Hertford Town Centre. Ebron Place currently has a mural celebrating Hertford and its twin towns, the Friends of Ebron and the Friends of Wildeshausen, which represents a cultural exchange between England, Germany and France. We are working with local artists to install a new piece of artwork to echo this theme of friendship with our twin towns and maximise community participation in its production.

As well as organising HArtsFest and featuring local artists gifts and prints in the Town and Tourist Information Centre, Hertford Town Council also supports the annual Hertford Arts Trail run by Courtyard Arts. Our Town and Tourist Information Centre is one of 30 venues that hosts the county's finest artists and offers a collection point for the trail map.

COUNCIL EVENTS PROGRAMME

Hertford Town Council takes pride in delivering innovative and well attended, free community events. Our diverse programme includes music festivals, food and drink events, Christmas markets, as well as an Ecofest and a Family Pride Day. We also run three Children's Trails a year. All these events are open to Sponsorship.

Events Programme 2025



Sun 23rd March		Bio Blitz
Sat 12th April		Hertford Art and Literacy Festival
Sat 5th April - Sat 26th April		Hertford Town Easter Trail
Thurs 8th May		VE Day 80th Anniversary Celebration
Sun 11th May		Hertford Eco Fest
Sun 1st June		Cars at the Castle
Sat 14th June		Hertford Family Pride Day
Sat 5th July - Sun 6th July		Hertford Town Food and Drink Festival
Sun 6th July		Hertford Castle Beer and World Food Festival
Sat 19th July - Sat 30th August		Hertford Town Summer Trail
Sun 20th July		Hertford Castle Teddy Bears' Picnic
Sun 3rd August		Rock at the Castle
Wed 6th August		Hertford Play Day
Sun 21st Sept.		Hertford Castle Heritage Day
Sun 26th October		Hertford Castle Tours
Sun 9th November		Remembrance Sunday Parade
Fri 28th November		Hertford Town Christmas Gala
Fri 28th November - Sun 30th November		Hertford Castle Christmas Market
Sat 20th December - Sat 3rd January		Hertford Town Christmas Trail

Our full events listings, are available at:
<https://www.hertford.gov.uk/events-listings/>

COUNCIL ASSETS PUBLIC USE

Hertford Castle and Gardens

Hertford Castle is a stunning Grade I listed venue set in beautiful riverside grounds in the centre of Hertford, providing an inspiring and affordable setting for weddings, private hire and corporate events.

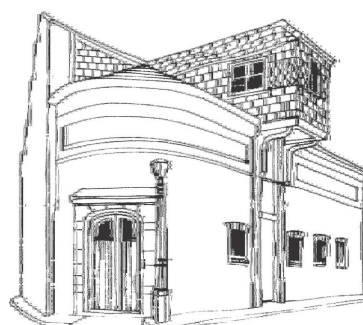
The Council is delighted to host a number of (external) community events at the Castle for example, the annual Rotary Club Fun Day. We regularly host local business conferences/meetings and many private celebrations for local residents. We also recently hosted the Annual Hertfordshire Museum Awards.



Mill Bridge Rooms

The Mill Bridge Rooms are located in a quirky Grade II Listed building, a former seed and grain store. With a modern, light and open plan interior and self-catering kitchen facilities, it is well suited for clubs, community use and private events and can accommodate up to 40 people. The space is on one level throughout making it fully accessible.

The Mill Bridge Rooms is hired by a range of local community groups/classes including Yoga, Hertford Buddhists, Postnatal courses, Mummy and Me Yoga, and Baby Music classes as well as ad hoc parties etc.



BUDGET

The Town Council is mainly funded by the residents of Hertford, through the 'precept'. This precept is levied by the Town Council and collected on its behalf by East Herts Council as part of the Council Tax bill. For example, £119.48 per year per band D property of a Hertford residents' Council Tax funds the Town Council precept (2024/25 financial year), this equates to £2.30 per week. The total budgeted expenditure for the Council is around £1,914,808 with circa £365,822 of operating income per year.

As per the Council's objective to operate with sound financial management and good governance in all our activities as well as our annual budget, we have looked ahead for the next three years in terms of our anticipated income and expenditure.

	2024/25	2025/26	2026/27
Precept	1,515,990	1,602,443	1,835,479
Other Income	365,822	353,018	338,514
Total Income	1,881,812	1,955,461	2,173,993
Staffing and Professional	908,840	964,313	995,171
Temporary Staffing	20,390	10,671	11,012
Office and Administration	124,435	123,989	127,957
Civic	22,070	21,983	22,686
Election	5,785	4,500	4,644
Museum Grant Funding	172,278	182,278	188,111
Grants	16,720	16,720	17,255
Heritage & Buildings	240,156	276,559	285,409
Events	81,778	78,441	80,951
Town Development	124,339	137,920	142,334
Town & Tourist Information Centre	65,292	68,555	70,749
Venue Hire Maintenance	29,021	39,835	28,726
Allotments	28,225	31,487	32,495
Public Amenities	24,512	36,673	37,847
Closed Churchyards	22,110	24,707	25,498
Cemetery	90,031	86,599	89,371
Environment and Sustainability	13,000	13,351	13,778
	1,988,982	2,118,583	2,173,993

Hertford Museum



8.7%

Corporate & Democratic



21.6%

Staff



45.7%

Town Centre & Events



15.1%

Cemeteries, Allotments & Public Amenities



8.9%

How we spend
your Council Tax

**Hertford Town Council
Band "D" Property for 2024/2025**

£2.30 per week
£119.48 per year



POLICIES

The Council has a significant number of policies available to view at www.hertford.gov.uk, including:

- 01 Grants Policy
- 02 Community Engagement Policy
- 03 Child Protection Policy
- 04 Business Continuity Policy
- 05 Major Incident Plan
- 06 Risk Management Policy
- 07 Data Protection Policy
- 08 Flag Flying Policy
- 09 Use of Logo Policy
- 10 Training, Learning and Development Policy
- 11 Awards and Gifts Policy
- 12 Social Media Policy
- 13 Biodiversity Policy
- 14 Generating Income Through Sponsorship
- 15 Equality and Diversity Policy

How can I comment on this plan?



HERTFORD TOWN COUNCIL

To provide feedback on this document or if you have any queries about the work of Hertford Town Council please do email customerservices@hertford.gov.uk or call 01992 552 885.



HERTFORD TOWN COUNCIL



LOCAL COUNCIL
AWARD SCHEME
GOLD

COUNTY TOWN Hertford

www.hertford.gov.uk

@hertfordtowncouncil
@hertfordmayor
@hertfordcastle
@goherford

Adopted May 2025
Reviewed August 2025

