

WARE TOWN COUNCIL

To all Members of the Tourism, Leisure & Amenities Committee (Cllr's Ballam, Kaye, Reed, M Standley)

Your attendance is requested at a Meeting of the **TOURISM, LEISURE AND AMENITIES COMMITTEE** at 7.30pm on **Monday 12 November 2018** at **The Priory, Ware** when the following business will be transacted:

The meeting is open to the Public and the Press. The Council provides opportunity for members of the public to speak or ask questions at every meeting of the Committee on any item on the agenda

A G E N D A

1. To receive **Apologies for Absence**
2. To receive any **Declarations of Interest**
3. To receive and approve the **Minutes of the Meeting of 17 September** (previously circulated)
4. **Tudor Square**
 - a. **Enhancement Scheme** - to receive a progress report (attached)
 - b. **Rising Bollard** – to receive a progress report (attached)
5. **Tourism** - to note information from Visit Herts (attached)
6. **Ware Town Council events** - to receive a report from the Events Officer (to follow)
7. **Street Furniture** – to receive a progress report on recycling bins (attached)
8. **Water Fountains** – to receive a progress report (attached)
9. **Date of Next Meeting:** Monday 21 January 2019 at 7.30 pm



Jill Rowlinson
TOWN CLERK

Date: 5 November 2018
Ware Priory
High Street
Ware, SG12 9AL
01920 460316

www.waretowncouncil.gov.uk

WARE TOWN COUNCIL

TOURISM, LEISURE & AMENITIES COMMITTEE 12 NOVEMBER 2018

TUDOR SQUARE – AGENDA ITEM 4

i) Enhancement Scheme - Progress since 17 September

Work started on 20 August and is progressing according to plan with an expected completion date of 30 November. Site meetings are being held with the project managers (Barker Associates) and the contractor (D Honour & Son Landscape). There was no set planting scheme included in the planning conditions. The Town Council grounds team are liaising with Ware In Bloom and the contractors about suitable scheme.

The Committee is asked to note the report.

ii) Rising Bollard

At the last meeting it was agreed to contact the bollard company and ask if they could provide the Town Council with pre-activated cards instead of installing the software on Town Council computers. Unfortunately the cards cannot be pre-activated prior to being on site. In order to do so it would require a different reader system being installed, which would not offer the same functionality as the system currently in place. At the time of writing, there was a problem with the bollard itself and a new part was needed. The bollard company is expecting to come and fit this within the next two weeks and will install the software on our computers during that visit. The scheme can then be launched after the landscaping work is completed.

The Committee is asked to note the report.

Visit Herts | Our News and Activity

[Visit Herts <sue.lea@visitherts.co.uk>](mailto:sue.lea@visitherts.co.uk)

Mon 29/10/2018 13:00

To: Jill Rowlinson <townclerk@waretowncouncil.gov.uk>;



VISIT HERTS



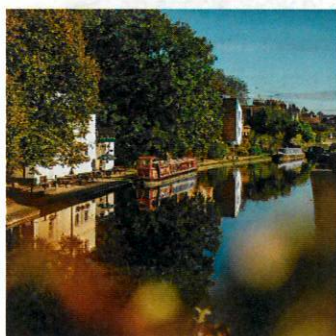
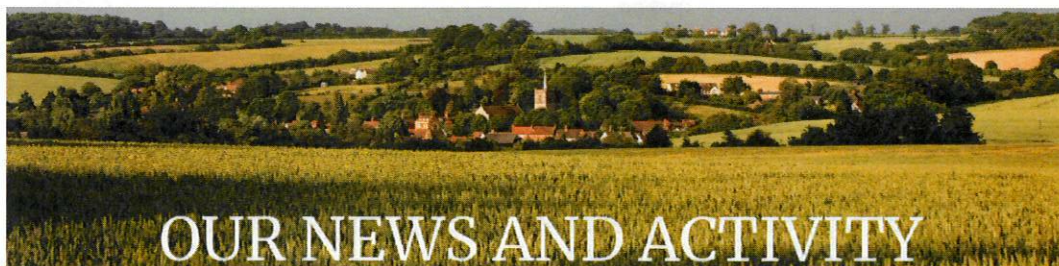
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Forward



THE EXPLORER'S ROAD ON CAMERA

As part of the soon to be launched DEF (Discover England Fund) campaign – The Explorer's Road – aimed at the German market, Visit Herts co-ordinated a photo shoot to include Hitchin and Hertford. Featuring models, the day "on location" saw some time spent at The Lytton Arms in Old Knebworth, capturing some stunning images of Hertfordshire countryside.

[CLICK HERE IF YOU HAVE ANY QUESTIONS](#)

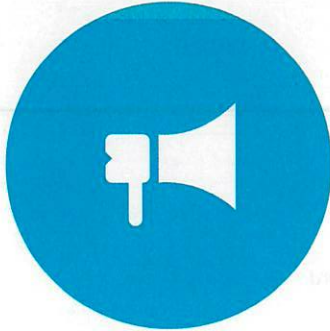
THE WINNER IN DACORUM

Aimed at stimulating social media engagement amongst residents and local tourism businesses as well as building a stock of new local images, Visit Herts has run an online photo competition for Dacorum Borough Council. The social media campaign had a Facebook focus and achieved an increase of 24% in Facebook "likes", in addition to delivering new photos of the district.



The winning image is featured here.

[CLICK HERE IF YOU HAVE ANY QUESTIONS](#)



VISITENGLAND'S ANNUAL PR WORKSHOP AND MEDIA SHOWCASE

We attended the annual VisitEngland PR Workshop & 2019 Media Showcase. Split into two sessions, the afternoon workshop provided an opportunity to learn more about VisitEngland's press activity over the last year and available campaign opportunities throughout 2019. We also had the chance to advertise Herts 2019 destination stories to both domestic and international press.

[CLICK HERE TO VIEW THE PRESENTATION](#)



PREPARING FOR HERTFORDSHIRE'S 2020 YEAR OF CULTURE

Supporting Hertfordshire County Council's (HCC) 'Hertfordshire 2020 Year of Culture' campaign, Visit Herts has established a group to work alongside the campaign's HCC lead Nick Denham. Organisations represented in the VH working group include Henry Moore Studios & Gardens, Letchworth Garden City Heritage Foundation, Knebworth House, Hatfield House, Warner Bros. Studio Tour London and Creative England.

[CLICK HERE TO FIND OUT MORE](#)



UPCOMING CHRISTMAS NETWORKING EVENT

Join us for some festive fizz, Christmas treats and the opportunity to network with our Herts tourism colleagues at our Christmas networking event on **Monday 10th December** from 1:30pm to 5:00pm at Hanbury Manor Marriott Hotel. During our networking event we will be presenting on the 2020 Hertfordshire Year of Culture and announcing the winners across the seven categories for the Herts Tourism Awards 2018.

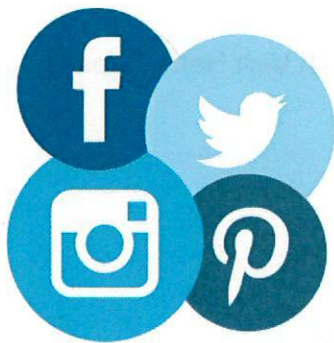
[FOR MORE INFORMATION CONTACT US HERE](#)

EXCURSIONS™ 2019

EXCURSIONS 2019

Visit Herts will be attending [Excursions 2019](#) at Alexandra Palace on **Saturday 26th January**. This is the UK's must-attend event for group travel organisers. For the past two years Visit Herts has exhibited along with a few of our partners to showcase Hertfordshire. If you are an investor partner and would like to take part in exhibiting at the show with Visit Herts please contact Sue Lea.

[CLICK HERE TO CONTACT SUE](#)



AT A GLANCE...

- In September our Instagram channel had excellent engagement, receiving a total of 1,057 likes
- On the Visit Herts website we received 10,844 sessions and the average dwell time was 1.24 minutes
- In September we created a number of new blog posts. Our best performing was a dedicated A new year - 8 things to look forward to post, which received 325 page views

CLICK HERE TO VIEW OUR
LATEST BLOGS

HERTFORDSHIRE Tourism Awards 2018

FINALISTS

BIG DAY OUT

Warner Bros Studio Tour
London
Knebworth House, Park &
Gardens
Paradise Wildlife Park

REST YOUR HEAD

The Camping and Caravanning
Club
Bethnal and Bec
Number One Port Hill Limited

BIG SLEEP

The Grove
Holiday Inn London Elstree
Tewin Bury Farm Hotel

LASTING IMPRESSION

Broadway Cinema & Theatre
Rothamsted Research
Imagine Watford Festival

RAISING THE BAR

The Alford Arms
Ye. Olde Fighting Cocks
The Bricklayers Arms

TASTE AND TELL

Tewin Bury Farm
Brewery Tearooms
Ye Olde Fighting Cocks

HIDDEN GEM

Shepreth Wildlife Park
British Schools Museum
Henry Moore Studios and
Gardens

If you would like to discuss how you can work closer with Visit Herts , please
[contact us.](#)



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WARE TOWN COUNCIL

TOURISM, LEISURE & AMENITIES COMMITTEE 12 NOVEMBER 2018

STREET FURNITURE – AGENDA ITEM 7

At previous meetings it was agreed to progress the installation of a recycleable litter bin near the Punch House. Enquiries were made with East Herts Council about what permissions are required and about emptying arrangements. This has been followed up and it is hoped to bring a further report to the meeting.

The Committee is asked to note the report.

WATER FOUNTAINS – AGENDA ITEM 8

Funding for the drinking water fountain was agreed by Council on 1 October. It was agreed that this should be in a suitable location in or near the Priory Grounds, the location to be advised by officers. One possible location was the flower bed outside the public toilets. However, ground works would be needed for this because the drinking water supply is in the Sanctuary Garden. This would increase the cost considerably. It is therefore proposed to install the fountain in the Sanctuary Garden itself as this can be done by our own staff.

The Committee is asked to note the report.

