



HERTFORD TOWN COUNCIL

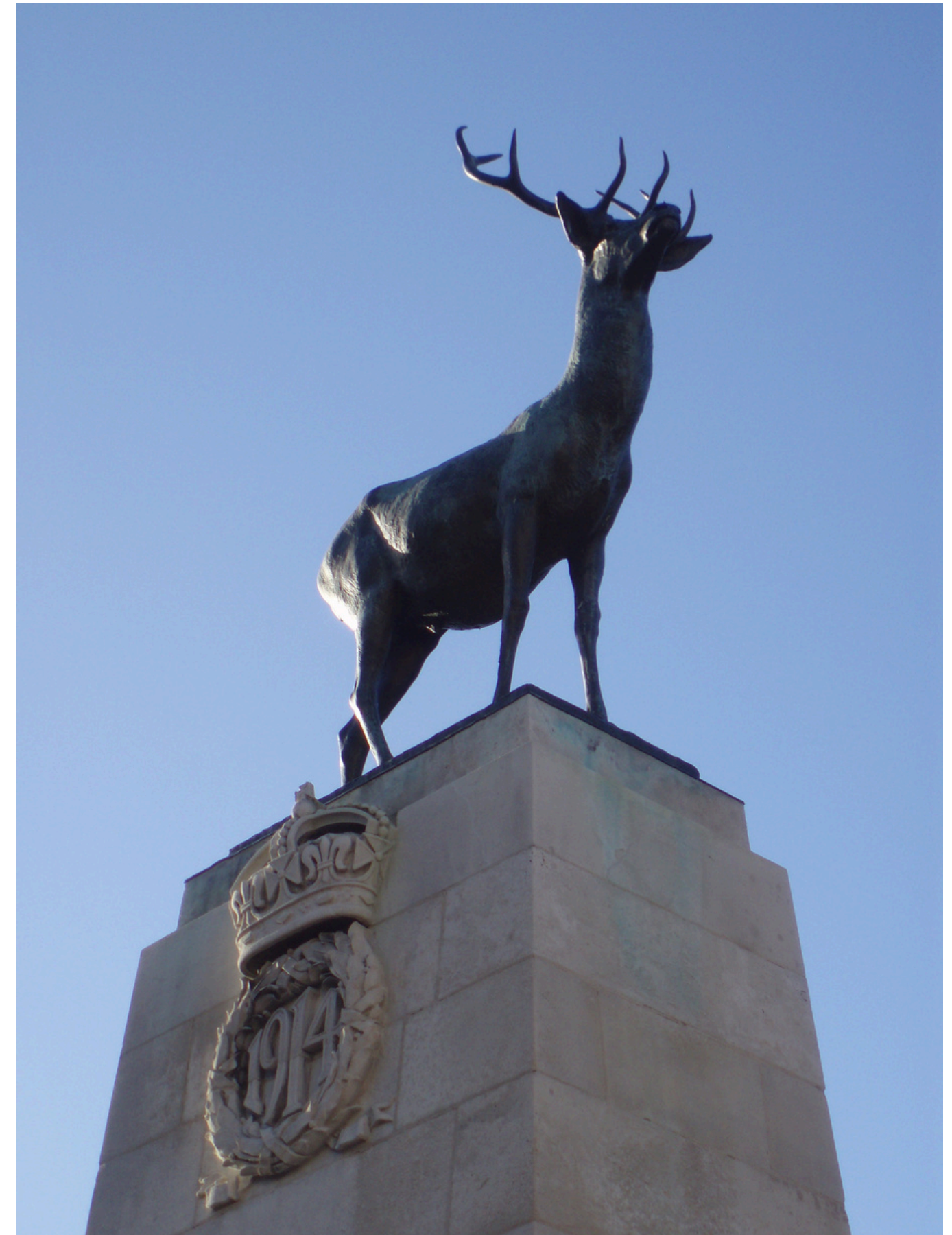
ANNUAL REPORT 2024/2025




HERTFORD TOWN COUNCIL


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."




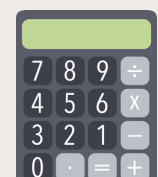
Objectives

 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.

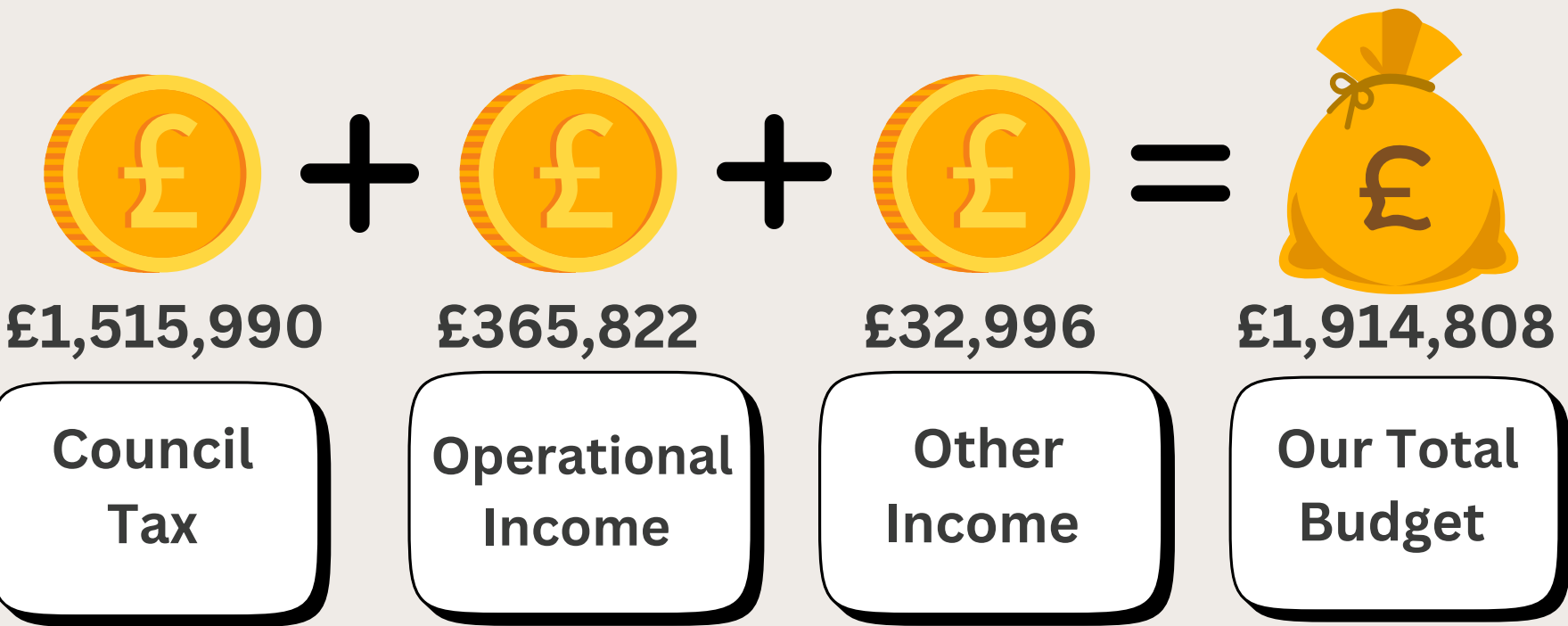
 To support the continued environmental, spatial, and economic development of Hertford, with a focus on enhancing the vibrant town centre.

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



Our Annual Budget

Breakdown 2024/2025



How we spend your Council Tax

Hertford Town Council
breakdown per Band "D"
Property for 2024/2025

£2.30 per week
£119.48 per year

Hertford Museum



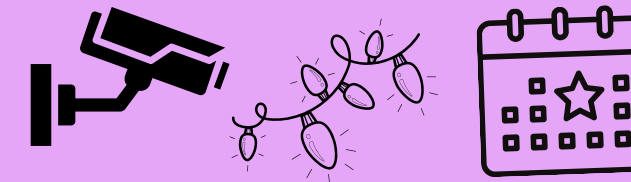
8.7%

Corporate and Democratic



21.6%

Town Centre & Events



15.1%

Staff



45.7%

Cemeteries, Allotments and Public Amenities



8.9%

Hertford Town Council Headlines for 2024/2025

In 2024/2025 the Council has:

Welcomed over 55,000 people through Hertford Castle's gates to our community events

Funded worthwhile projects allocating over £85,000 to 19 groups/organisations through its Community Fund

Agreed to support River Action's 'Charter for Rivers' and outlined actions to further support Hertford's rivers and the wildlife that live in them

Held the first Hertford Family Pride Day attended by over 2500 people, celebrating 'Be kind. Be yourself. All are welcome'

Provided a response as a statutory consultee on over 228 planning applications

We have met with residents at our monthly 'Meet Your Councillor' surgeries at the Hertford Farmers Market. We have also engaged via our surveys, e-newsletters and on social media.



Support for Hertford community organisations and charities

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

Environmental Sustainability



Over 2024/2025 we have:

- Developed an Environmental Sustainability Strategy
- Decreased total energy consumption at Hertford Castle by 30%
- Reduced electricity usage across all premises by 33%
- 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 30 Refill stations across Hertford
- Agreed to support River Action's Charter for Rivers
- Adopted a biodiversity policy
- Banned use of pesticides/herbicides on Council land/allotments
- Planted bee friendly plants in the Town Centre
- Met with local cycling groups
- Held Energy Hubs at our events and alongside our 'Meet Your Councillor' surgeries.

In 2025/2026 we will:

- Hold a Bioblitz in the Castle grounds - 23rd March 2025
- Hold an EcoFest for Hertford - 11th May 2025
- Continue our activities to support Hertford's Rivers
- Continue our work to our buildings to reduce energy use and as a Council become carbon zero by 2030
- Continue to maintain and plant more sustainable plants in Town Centre planters
- Carry out further improvements to enhance the biodiversity of our green spaces
- Continue to promote the Refill Scheme
- Continue to promote safer active travel
- Encourage sustainability through the Sustainable Tourism Strategy.

Sustainable Tourism Strategy

The Strategy:

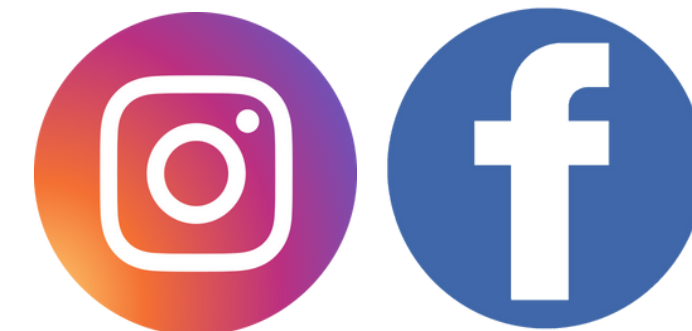
- Focuses on initiatives that reduce environmental impact, encourage eco-friendly travel and promote responsible tourism, while fostering long-term economic and cultural growth
- Seeks to position Hertford as a leader in sustainable tourism, ensuring that Hertford's visitor economy grows in a way that benefits residents, businesses and the environment
- Establishes Hertford as a leading cultural and heritage destination that balances economic growth with environmental protection and social responsibility
- As well as promotion to visitors, outputs will include: local food events, making the most of our rivers, an art installation, safer cycling initiatives, facilitating a forum for local cultural community groups and working more with organisations like Hertford Museum.



Communications, Engagement & Marketing Strategy

The Strategy:

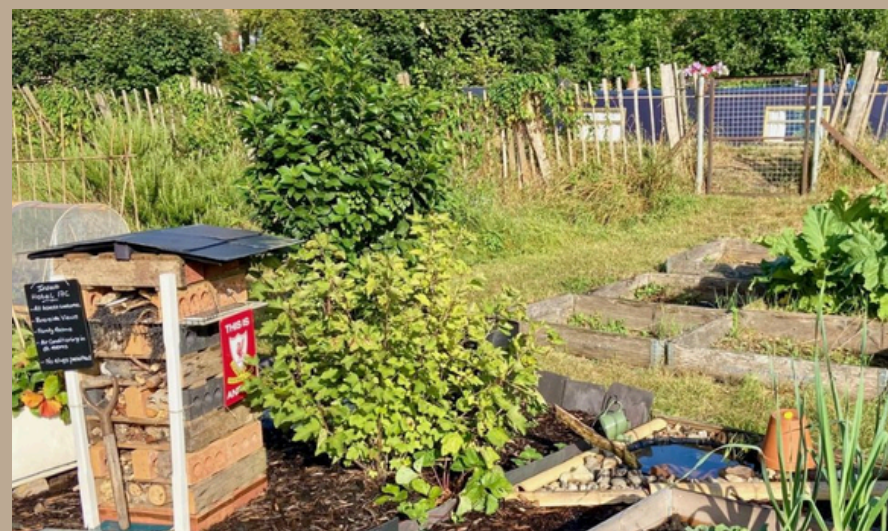
- Promotes more meaningful engagement with the local community - whether through our monthly 'Meet Your Councillor' stalls at the Farmers Market or at our meetings and events
- Aims for all Council communications to be consistent, concise and accurate and clearly branded
- As well as communicating more clearly, outputs will include: a regular e-newsletter, a streamlined website, an annual survey and more engagement with our schools, community groups and residents.



Hertford Allotments



Manage 5 allotment sites (510 plots) and support community groups: North Road Plotholder Group, Lovely Grub Garden and Mudlarks - 2 more sites being added in 2025/2026



Allotment Competition

WINNER

Hertford Cemetery



Manage Hertford Cemetery (12 ½ acres) and sensitively maintain four closed churchyards (totalling 11 acres)



Pinehurst Playground



Maintenance and management of Pinehurst Play area - improvements planned for 2025/6!



Support for Hertford Town Centre

- **Engagement:**

- Quarterly Business Breakfasts - over 100 business representatives
- Community Events and Children's Trails - partnerships and sponsorship
- Castle Plus Neighbourhood Plan - Businesses survey

- **Keeping Hertford Safe:**

- Taxi Marshal provision
- CCTV monitoring
- Police liaison with the Safer Neighbourhoods Team

- **Hertford Town Council funded Stage 2 Studio at BEAM**

- **Maximises public use and access to the Castle and hires out the Mill Bridge Rooms**

- **Planned for 2025/2026:**

- Variable Message Signage to direct traffic to nearest parking spaces
- Art installation at Evron Place



Hertford Town and Tourist Information Centre Welcoming over 26,000 visitors over 2024/2025!

Promoting Hertford as a tourist destination, providing information for visitors and residents

Supporting local producers, artists and charities, showcasing and selling artwork, gifts and souvenirs

Promoting community and business events in Hertford and selling tickets for local events

Hosting local charities, who help to improve the lives of local people, recruit new volunteers



Hertford Town Council Projects 2025/2026

NEIGHBOURHOOD PLAN

Facilitating the Neighbourhood Plan for:
Castle Ward
Kingsmead West Ward and Bengoe
South Ward
In an area known as:
Hertford Castle Plus



NATIONAL LOTTERY

Aiming to deliver the £3.5 million National Lottery Heritage bid for the Hertford Castle Greenspace Renewal project, with our partners





Community Events





Mayor of Hertford & The Sergeants at Mace

Rib,
Lea,
Beane

iceeastherts.org.uk - Local Tel - 0



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**www.hertford.gov.uk
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