

ESSENTIAL REFERENCE PAPER 'A'

IMPLICATIONS/CONSULTATIONS

Contribution to the Council's Corporate Priorities/ Objectives:	<p>Priority 1 – Improve the health and wellbeing of our communities</p> <p>Priority 2 – Enhance the quality of people's lives</p> <p>Priority 3 – Enable a flourishing local economy</p> <p>All three priorities will be met through this scheme; the aim is to improve the experience (and safety) of shoppers through the proposal to have timed pedestrianisation on Maidenhead street, create a public realm that Hertford can be proud of in a key part of the town that has become very tired and unkempt, and improve the viability of the retail offer in the area.</p>
Consultation:	The Hertford Urban Design Strategy underwent significant public consultation before adoption. Further extensive consultation will be undertaken with all parties that will be directly affected by the proposals.
Legal:	There will be a number of traffic regulation orders that will be required; these will be undertaken as part of the project with support from the county council.
Financial:	Funding has already been committed – this report confirms that funding from one other partner is in place and therefore the East Herts funding can be released.
Human Resource:	n/a
Risk Management:	The Executive has already committed the funding, and reputationally it would be very damaging if the Executive were to have a change of heart at this stage.
Health and wellbeing – issues and impacts:	n/a