

EAST HERTS COUNCIL

OPENNESS OF LOCAL GOVERNMENT BODIES REGULATIONS 2014

OFFICER DECISION WRITTEN RECORD

Reference:	OD/(to be added by Democratic Services)
Subject Matter:	Allocation of UK Shared Prosperity (UKSPF) and Rural Prosperity Fund (RPF) resources for business support and infrastructure projects
Date of Decision:	29 th October 2025
Exempt/Confidential information (Yes/No):	No
If Exempt/Confidential – reason why:	
Name of Officer taking decision under delegated authority:	Jonathan Geall, Director for Communities
Source of delegated authority (constitution/express delegation/etc):	At its meeting of 14 th May 2025, Council allocated £141,828 of UKSPF/RPF resources for business support and infrastructure projects. At the same meeting, Council delegated decisions on the use of these resources to the Director for Communities (having since assumed the responsibilities of the former Head of Communications, Strategy and Policy for economic development), acting in consultation with the Executive Member for Planning and Growth
Exercise of delegated authority approved by: <i>(if different from Officer taking decision)</i>	n/a

Reference:	OD/(to be added by Democratic Services)
Decision:	<p>To allocate UKSPF/RPF funding for business support and infrastructure projects as follows:</p> <ul style="list-style-type: none"> • £12,500 for the arts trail in Hertford and Ware bench painting project, consisting of: <ul style="list-style-type: none"> • £5,500 to Jade Richardson for project management, works and materials • £1,000 to Becky Harley for works • £1,000 to Donna Reeves for works • £1,000 to Livia Vilnite for works • £1,000 to Miranda Jennings for works • £1,000 to Rebekah Whitehead for works • £1,000 to Victoria Palastanga for works • £1,000 to be allocated. • £7,500 to Meredith Marketing for creating visitor economy content • £7,478.40 to BEAM for hosting the Generation Hertford careers fair • £5,000 to support community group, Buntingford Men's Shed, establish the men's shed in the town • £4,440 to Herts & Essex School for hosting the Generation Bishop's Stortford careers fair • £12,500 for the arts trail in Hertford and Ware bench painting project, consisting of: <ul style="list-style-type: none"> • £5,500 to Jade Richardson for project management, works and materials • £1,000 to Becky Harley for works • £1,000 to Donna Reeves for works

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	<ul style="list-style-type: none"> • £1,000 to Livia Vilnite for works • £1,000 to Miranda Jennings for works • £1,000 to Rebekah Whitehead for works • £1,000 to Victoria Palastanga for works • £1,000 to be allocated.
Reason(s) for Decision:	These projects all meet the criteria of the funder and the aims of the economic development team of supporting businesses and enhancing the visitor economy.
Details of alternative options, if any considered and rejected:	<p>Do not fund these proposals and recognise the increased possibility of an underspend on UKSPF/RPF project. NOT RECOMMENDED as the underspend will be more challenging to reallocate to outdoor projects during the winter months and will severely limit how it can be spent in line with the funder's requirements and our own objectives. There will be no opportunity to carry over any underspend into 2026/27.</p> <p>Only fund some proposed projects and scheme alternatives. NOT RECOMMENDED as the projects covered in this report have arisen from much decision between East Herts, various town councils and other partners, such as Hertfordshire Futures, and thus represent a multi-agency view of the economic development needs that can best be addressed with the resources available.</p> <p>Fund the proposed projects. RECOMMENDED as there represent the opportunity to address key economic development priorities across the district as identified through wide-ranging</p>

Reference:	OD/(to be added by Democratic Services)
	consultation.
Name of Officer who has confirmed with all Members involved in taking this decision whether they have pecuniary or non-pecuniary interest:	Jonathan Geall & Ben Wood
Name(s) of any Member who has removed himself/herself from contributing to this decision because of a conflict of interest:	N/A
Signature of Decision Maker (where decision is taken in consultation with a Member):	The support of Vicky Glover-Ward, Executive Member for Planning and Growth, confirmed by email on 29 th October 2025.
Signature of Member consulted by Decision Maker (where decision is taken in consultation with a Member):	REDACTED

SIGNATURES TO BE REDACTED