



Economic Development Strategy
2013–2016

Feedback from the 2009–12 strategy

“ The Economic Development Strategy 2009-2012 was adopted just before the economic slowdown began to bite. During its lifetime, the outcomes within the strategy have mostly been delivered. However in the light of the economic situation, priorities have changed to focus on what the Council can do to help support business through the slowdown, facilitate more business development and, of course, see the successful completion and opening of the Maylands Business Incubation Centre which has proved to be more needed in this climate than ever.

Moving forward into this next strategy period, the Council has assigned additional funding (£150,000 per year for two years 2012-14) and staff resources have been also been redefined to help support the local economy to try to assess where resources are most effectively focused. Baseline work has been carried out which will be revisited after the two years to demonstrate clearly what impact the additional resource has brought about. This will be clearly demonstrated through the use of measurable outcomes assigned to each area which will be reported on during the life of this Strategy at regular intervals in order to direct the precious resource to the area of most beneficial impact. ”

The Economic Development Strategy 2013–16

“ The opportunities to accelerate business growth in Dacorum still exist. Developing a thriving economy driven by positive actions that will be delivered by a team of officers from across the Council, and given top priority by the Corporate Management Team, will ensure that every possible action will be taken to create new jobs through commercial growth and a vibrant business community.

Through a new high level focus and some additional resources, steps will be taken to make this happen despite the current economic situation.

Dacorum, and particularly Maylands, has much to offer its businesses, employees and new investors now. A new strategy driven by an action plan can help make sure the “business“ offer is enhanced to enable continued prosperity across Dacorum and the wider Hertfordshire economy.

Detailed in this strategy are three main areas for action and a range of eight active delivery strands which, with the right capacity, focus and resources, will be delivered over the next three years. Working to this programme, monitoring progress and addressing challenges will help to move the economy forward ensuring it is able to deliver the desired growth.

Using opportunities such as the Growing Places Fund, and working with the Local Enterprise Partnership, Homes and Communities Agency and other partners, Dacorum can become entrepreneurial ourselves and lead developments that will make Dacorum an attractive area to invest, regenerate, locate to or live in. ”



Terry Douris

Councillor Terry Douris
Portfolio Holder for Planning and Regeneration

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1. A brief introduction to Dacorum

Dacorum aspires to be a first choice location for business and employment, and has been working in partnership with our business community for many years to facilitate this. We want Dacorum to be a place where business flourishes; where people will want to come to live and work; and where they will be able to do so safely.

This strategy builds on very stable foundations. It concentrates on enabling opportunities to come forward, attracting new inward investment and continuing and enhancing support services to business.

Maylands Business Park and Hemel Hempstead town centre are key employment areas for both the borough and the county. This plan focuses on their regeneration and encourages a high standard of design and construction to ensure an attractive work place. The plan draws from a number of strategies and plans to give an overall strategy for the borough and its economy.

Partnership working is the key to success and is an important element of this strategy. We have worked hard to establish solid partnerships with the local business community, public sector bodies and across all areas of the Council to ensure the best ways to move forward.

In order to be able to deliver our future aspirations, Dacorum Borough Council's Spatial Planning department have merged with the team looking after Economic Development and regeneration for the area to form the new Strategic Planning and Regeneration team (SPAR).

SPAR brings together expertise in planning policy, infrastructure planning, master planning, economic development, regeneration and learning and skills. The section is responsible for the Council's Local Planning Framework and associated supplementary planning guidance; developing the new Community Infrastructure Levy (CIL); providing support and advice for businesses; planning and managing the regeneration of Hemel Hempstead town centre and the Maylands Business Park; and neighbourhood renewal.

This merger has provided a team with all the right skills to deliver a bright economic future for Dacorum.

Working alongside the SPAR team in developing this strategy and its action areas has been the Maylands Partnership.

This Partnership represents the combined business interest of over 400 local businesses, and has played a key consultative role in ensuring this strategy tackles the real economic issues which exist in Dacorum today.

Open for business

Dacorum's success and its bright future lie with being a borough which is clearly "open for business" and through this strategy we will continue to promote Dacorum as a first choice location for business and development.

The Council is focused on enabling business to thrive in Dacorum, demonstrated through the Open for Business statement which is published alongside this strategy.

The economy of Dacorum has great potential. Our aim is to lay out the building blocks which will move Dacorum closer to maximising this potential. The borough's location on the edge of London, on direct routes to all other major parts of the country, including being on the intersection of the M1 and M25 – as well as its proximity to London airports – make it a fantastic location for both national and international companies to locate.

Economic Development is one of the council's key priorities and is embedded into the council's service plan and the Local Development Framework.

It plays a key part in the Dacorum Development Plan. Through this strategy we will continue to move Dacorum forward as a great place to locate and do business.

We want Dacorum to reach its full potential through supporting and stimulating growth, to attract new businesses and create new jobs for the population.



2. Action Areas and the Economic Model Diagram

We have three key areas for action which run through all the economic focus work we will carry out, ensuring that we can back actions with data and measure our success where possible, that partnership working is embraced through all delivery streams and that we continually record and build on success. These three areas are surrounded by our eight focused delivery streams, which are explained in more detail in the following pages.

ensure that we are starting from a firm knowledge base and that we are able to identify trends as they arise.

Action points include:

- Bring together a report on the current employment situation, such as numbers of business and employees, sectoral and cluster information

- Understand what brings business into the area and identify opportunities to increase awareness of the Dacorum profile

- Understand the constraints in terms of multiple land ownership, relating to infrastructure needs and public realm

Action points include:

- Increase joint working with the Hertfordshire LEP, Hertfordshire County Council and other neighbouring authorities

- Clarify joint working with the Homes and Communities Agency

- Secure high level strategic input from the Local Strategic Partnership Executive

- Evaluate the effectiveness of the business partnerships and seek to address gaps where they exist

- Create new corporate officer groups committed to delivering the positive action plan and meeting regularly to monitor progress and ensure complementarity

- Set up networking opportunities for Dacorum businesses to stimulate the supply chain

B. Partnership Working

Partnership working is at the very core of Dacorum's economic development plans, and helps to ensure that the business community and all relevant public sector agencies work together towards common aims. Working in this way combines the flair and enterprise of the private sector with the long-term leadership, vision and accountability of the public sector and has proven to be an effective and efficient way to maximise the use of resources available. The Council and its partners can help businesses to grow by working as a single team to remove barriers and to enable all to access the services on offer.

By working in partnership with the local community and also the public sector and other business support agencies, we can ensure that the support we provide is right for economic growth and that we can adapt quickly to changes in the economic climate. We will also continue to work closely with policies developed at central government level to ensure that we can maximise their benefits locally.

Partnership working has played an increasingly important role in ensuring that we are effective at delivering at a local level. We have played a lead role in establishing and developing a range of effective delivery partnerships. It has enabled us to make sure that we are doing the right things, in the right way, at the right time for the right people in an open, honest and accountable manner.



A. Intelligence gathering:

Understanding performance and constraints

Work is on-going to identify areas of success and failure. Some of this work will come from statistics and some from liaison with businesses, developers and their agents, listening to our consultative partnerships and others. Time and resources are being focused in this area to

- Seek and listen to commercial property views on success factors and gaps, and incorporate solutions into action plans

- Maintain current contact information for Dacorum businesses

- Study best practice from other business parks and implement in Dacorum where relevant



C. Building on Success

Maylands – Dacorum’s largest business park – recovered from the potential doomsday scenario of the effects of the Buncefield incident in 2005 by taking positive action. Business engagement has increased since this time and work on the Maylands Masterplan was brought forward. We have continued to work side by side with those businesses which have been badly affected along with many other Dacorum businesses to ensure their views are included in future long term strategic planning.

During the last two or three recession-hit years there have been a number of empty units and sites within areas of Maylands, and the Maylands Gateway and Heart of Maylands projects are yet to come forward for development.

Whilst our retail economy has also been hit by the economic downturn, Hemel Hempstead’s town centre is still performing well with our empty units being below the national average figure. Recognising the importance of our retailers and their offer we have taken time to review our town centres and plan for their future.

Some notable successes from the last three years include:

- **Significant new investments – Including Royal Mail, Britvic, Amazon and Palmer Harvey**
- **We have continued to build a reputation as a “community of businesses” through continuous two- way dialogue with the business community**
- **In 2011 we opened the Maylands Business Centre – a dedicated business incubator – to grow our own local businesses**
- **Small scale business parks have been built to adapt to local business needs – for example, MacDonald Business Park, which has had a high level of take up of occupation**
- **Achieved second place nationally for the Local Innovation Award for economic resilience**
- **A landmark site at the entrance of Maylands Business Park has been developed to deliver a new hotel which opened summer 2012**
- **Successful bids to Local Sustainable Transport Fund – allowing us to deliver a series of sustainable transport improvements within the borough during 2012-2015**

- **A Town Centre Masterplan has been drafted and is on target to be adopted by Full Council in January 2013**
- **A series of physical improvements have been implemented in the town centre to upgrade the quality of the public realm. Artwork has been overhauled and cleaned and a new food court area has been designated with new modern street furniture.**
- **Through partnership working, there has been a significant drop in town centre crime figures over the last two year period.**

These successes will be built on and celebrated. Focus will continue on the delivery of the master plan aspirations in both Maylands and the town centre promoting the Dacorum offer.



Delivery – a new action plan for the Dacorum economy

In order to back up the three action areas, we have detailed eight areas for delivery which all need to move forward cohesively.

Some of this work is already under way, but needs to dovetail better with the other areas to ensure maximum impact. This work is already contained within the existing budget.

New areas of work have received additional resources and funding from external sources to pump-prime the longer term private sector investment needed to bring the economy forward to meet its potential.

3. Areas for delivery

A. Leadership, strategy, delivery and monitoring

To increase the chances of success, there is a new focus and commitment shared by the whole the Council and its partners.

Pro-active governance arrangements

New structures put in place must ensure that the wide range of work being undertaken is joined up and delivers. Feed through outcomes and issues to the right strategic level for action.

Increased liaison with Herts LEP

Ensure that Maylands is a major delivery vehicle for economic growth within Hertfordshire including a bid to the Growing Places Fund, broadband delivery and sustainable transport.

Leverage of additional resources and investment

Where funding opportunities exist, prepare and submit bids through effective partnership and knowledge

Work with the Herts LEP to secure Growing Places Fund resources

Deliver the further LSTF funding to continue work that has started

Enable the maximum gain through developer contributions, balanced against the need to attract investment and achieve development delivery

Local Government Resource Review

As the agenda develops, introduce the prospect of targeted tariff reduction on key sectors/preferred use types and any possible spatial preferences.

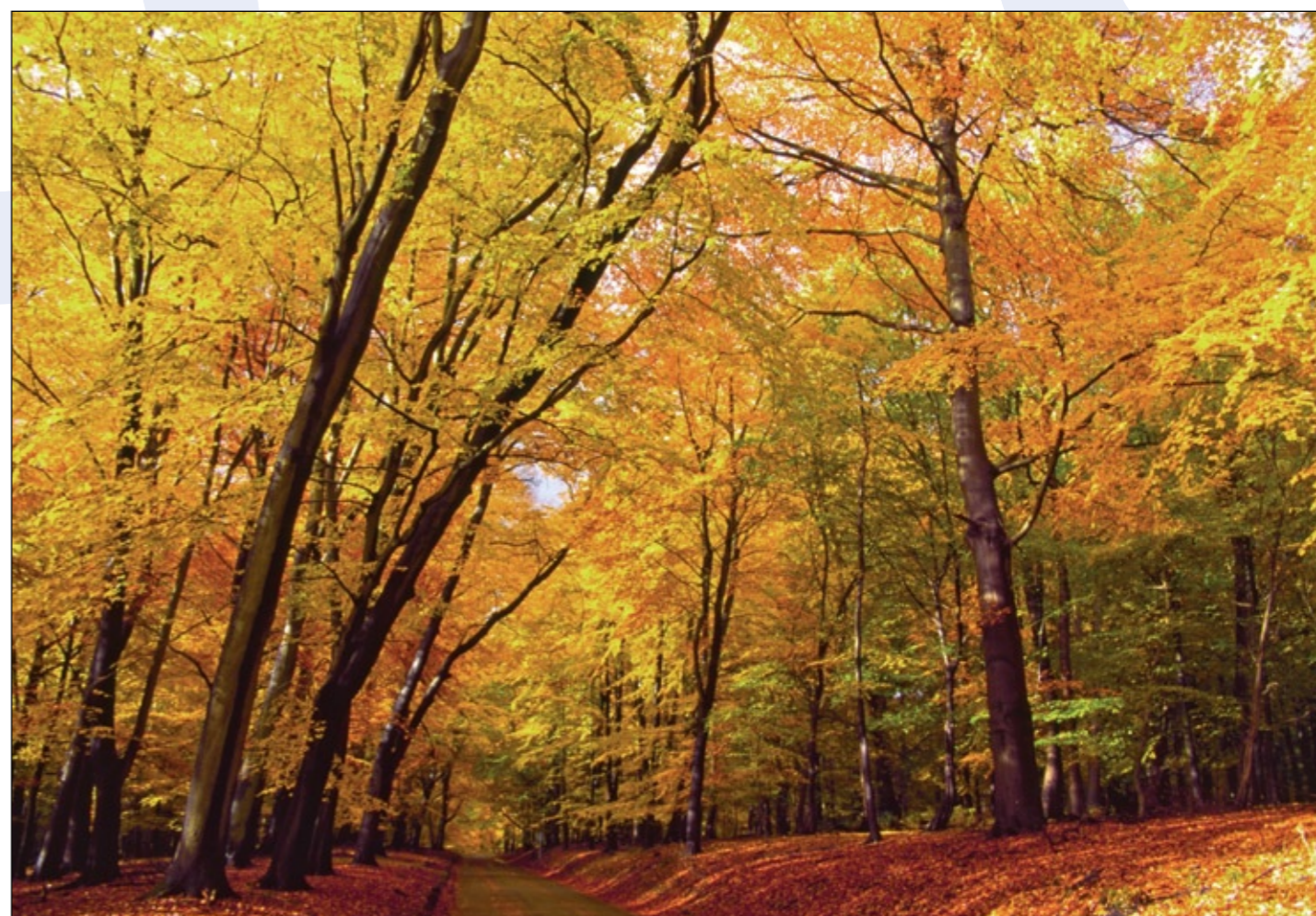
Measurable outcomes

- Effective structures in place across all levels
- Cohesive delivery across a range of partnerships
- Success at attracting additional resources
- Good reputation for delivery
- Effective and strategic use of developer contributions including S106 and CIL to deliver the infrastructure required to support a thriving economy

Leadership, strategy, delivery and monitoring




“Dacorum is a thriving business and residential community in Hertfordshire to the north of London within easy reach of the rest of Europe”





3. Areas for delivery – cont.


B. Inward investment and marketing


It is recognised that we need to increase Dacorum's visibility as a place to work, live and enjoy, thereby maximising our potential for new inward investment. As such we will focus resources into the newly launched Look No Further campaign which has been developed to raise the profile of the area, to improve our reputation and to attract new businesses into the borough. Some actions to support this include:


 Create a new inward investment website. The website will be user friendly, easy to navigate and will pull together the three strands of the Look No Further campaign: live, work and enjoy

 Continue to develop the 'Look No Further' branding message and associated proof points. From this information, construct fast facts to sell what Dacorum has to offer in order to attract investment

 Create a suite of marketing information to deliver the messages to potential investors. Work closely with partners such as UKTI, the Hertfordshire LEP and our local commercial agents to gain improved recognition in the commercial property world

 Engage existing business ambassadors for Dacorum and expand their support for the 'Look No Further' campaign

 Be prepared and trained to help to meet and greet potential investors with people who know the local offer and can really sell it

 Deliver a creative media campaign around Look No Further, and celebrate successful investments into the area



Measurable outcomes

- New Dacorum 'Look No Further' website developed and launched
- Increasing website traffic through the use of SEO
- Comprehensive Dacorum offer developed with quality marketing materials
- Increased investment inquiries
- Increased investment into the area
- Trained and knowledgeable sales team working to attract investment across the Council and partners
- Assessment report of which pilot activities deliver the best return after two years



"Dacorum's ambition is to be a first choice location to work, live and enjoy – a place where business flourishes, where people want to come to live and work, and where they will be able to enjoy life to the full in a safe and attractive environment"

3. Areas for delivery – cont.

C. Economic development

In addition to our increased inward investment activity, we will also be looking at our care and retention offer to make sure that all businesses located in Dacorum (commercial and retail) can expect a relevant and high quality suite of support functions to make running their business in Dacorum as easy as possible.

The Maylands Business Centre, opened in 2011, aims to provide local businesses with a diverse and full range of business support functions, covering a broad array of issues. Working with partners from both the private and public sector, we will put together a programme which will provide businesses, regardless of size, sector or the amount of time they have been trading, with support and advice across all topics important and helpful to businesses such as financing, business planning, resource efficiency, import/export, sales, retail and marketing.

Business Support

Work on a one-to-one basis with our existing businesses to help move them towards increased prosperity and growth while taking a flexible and creative approach ensuring that we make Dacorum a simple place to do business.



We will simplify the wealth of services on offer to make them more understandable for the businesses to know where to go for all their needs.

Work closely with the 'high growth' sectors which contribute up to 50% of new jobs created in an area and help them realise their goals and aspirations. To promote high growth further, we will hold or sponsor suitable networking events that will help our businesses share best practice and work together towards the economic wellbeing of the entire community.

Continue to develop a support package for businesses using local providers at low or no cost to business including more high profile events and workshops open to the business community tailored to address identified needs.

Explore capacity and potential development of aspects such as B2B mentoring, Angel financing and innovation platforms

Ensure that there are good links into the Herts LEP's strategies to maximise the opportunities for the economy of Maylands and Dacorum.

Delivery of business incubation

Delivery of the Maylands Business Centre has been very successful in helping new businesses to flourish. Several of them have reported growth in their business as a result of moving to the centre, one by as much as 80%, and many have now taken on their first employees. There are also three organisations who have taken on apprentices under the Government's apprenticeship scheme.

Continue to maintain high levels of occupation at the Maylands Business Centre through active marketing and having a great offer to new and small business and work towards developing a waiting list for the units at Maylands Business Centre.

Investigate the introduction of a retail incubator scheme, working with our Town Centre Partnership and market operators to bring opportunities for emerging retailers to test the waters with a supported market stall incubator and mentoring package.

Continue to develop and offer a growth programme which takes business through the early years of development with less risk and offers move-on accommodation within the Maylands area. Growing your own business promotes locality in an area, which can ensure that any future growth stays in the area.

Work with business partnerships such as Maylands and Town Centre partnerships to develop opportunities for new start up businesses, both commercial and retail.

Care and retention package

Maintaining relationships with local businesses is extremely important and we are constantly working on how to improve and strengthen this. This will involve ensuring that communication streams between the Council and businesses are always open and strengthening the businesses already in Dacorum, by listening to business needs and, where possible, acting on them.

Increase opportunities for businesses to network with each other. Promote networking opportunities to all, and work with existing networking organisations to help shape the offer to meet business needs – including the development of a "Dacorum Chamber of Commerce" model.

Explore ways to help our businesses improve their local supply chain activity including holding targeted events and developing a local business directory.

Explore ways to specifically engage and support the high numbers of micro businesses within Dacorum as identified within background research.

Investigate ways to create opportunities for businesses to export. Look at holding trade events and link up with UKTI to investigate emerging markets for export and promote to our local business community.

Develop care and retention options which are relevant to retail as well as commercial businesses.

Measurable outcomes

- A higher number of businesses accessing advice and information for growth
- MBC fully occupied and move-on business from it locating into Maylands
- Business incubation in place for retailers
- Minimise any loss of business from the area
- Increased supply chain activity between local business
- Create opportunities to increase exporting
- Maintain and increase economic data to identify trends, issues and contact information
- Revisit the data after two years and assess changes

Economic Development

3. Areas for delivery – cont.

D. Tourism

Tourism is worth almost £64 billion p.a. to the national economy. It contributes 2.8–3.9% of total GDP and earns almost £16 billion in foreign exchange each year.

Tourism is a new focus for Dacorum, and through the employment of a Tourism and Marketing officer for an initial two-year period we will explore the true value of tourism to our borough. We will work to maximise our range of visitor attractions from extreme sports facilities (such as the Snow Centre and XC skateboarding/climbing and caving venue), to our countryside and heritage visitor offering.

Supporting and developing tourism is an integral part of our economic development aspiration. Encouraging others to enjoy Dacorum is a job for everyone – people who live, work or visit here. We have a varied offer of activities and attractions and many of these are remain largely underutilised.



There is potential to market Dacorum's offer for the benefit of the local economy. This comes down to tourism and destination management. Whilst Dacorum is unlikely to attract weekly or fortnightly holiday makers, Dacorum has a market for local residents to better use local facilities, business visitors (with Maylands Business Park) and 48 hour "staycationers" who may visit specifically for attractions that Dacorum has to offer. We want to make the most of those visitors, encouraging them to spend more time in Dacorum.

The Marketing and Tourism Officer will:

Use the value and volume survey to establish a baseline measurement of the value of tourism currently (2011) to our economy. From this baseline the Council will be able to measure the effectiveness of our focus on tourism.

Through the development of the 'Look No Further' 'enjoy' strand we will seek to promote our tourism offer through our new website and to self fund the Tourism and Marketing post in the longer term.

Establish a tourism board to advise and consult on the best activity to increase our tourism economy and work in partnership with our local hotels and attractions to put together linked visits where possible.

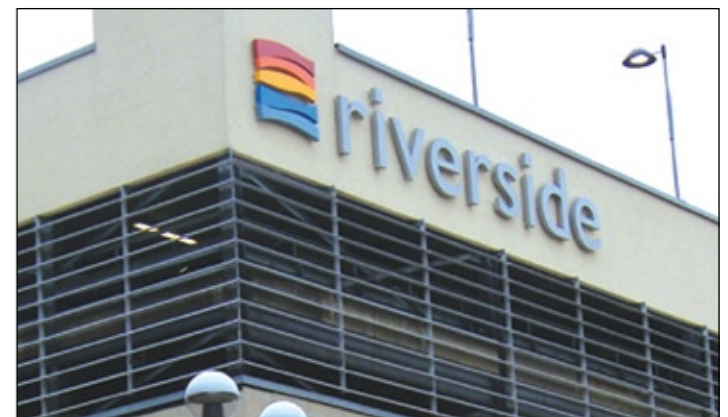
The Council will partner suppliers in joint marketing and advertising Dacorum as a day visit location.

The Council will build a suite of relevant marketing material around our attractions targeting both the leisure and business visitor

Measurable outcomes

- Tourism and Marketing Officer in post
- Increased volume and value of tourism in Dacorum
- Up-to-date information (events and what's on) on website
- Combination offers on website (e.g. joint activities, short breaks etc)
- Regularly visited website
- Tourism media coverage e.g. Visit Britain, Enjoy England, Enjoy Hertfordshire
- Media program to promote Dacorum

Tourism



3. Areas for delivery – cont.

E. Skills and employment

The Council has developed an effective employer-led Skills Partnership which brings together a range of organisations including Dacorum's Business Community, key stakeholders including Jobcentre Plus and The National Apprenticeship Service and school representatives. The Council will provide a forum in which partners can develop co-ordinated, collaborative thinking and action with the purpose of providing high growth.

The Employment and Skills Partnership (ESP) will own and deliver a co-ordinated Employment and Skills action plan which will capture the context, targets and steps to achieve the ESP aims.

For a current copy of the ESP action plan contact business@dacorum.gov.uk



Improve skills and boost employment

Developing the current and future workforce by increasing practical skills levels and helping growth and competitiveness will have an impact on the survival rates of businesses.

Meeting employer skills needs

Working with existing and new employers to understand their skills needs now and in the future to support the development of their businesses to grow and thrive. Sharing this information with local education providers so that they can deliver training and services to meet needs, and help Dacorum's economy competitive to provide more jobs and skills opportunities.

Improving access to work and learning, including apprenticeships and work experience

Supporting Dacorum's residents to improve their skills, job and advancement prospects through integrated employment support and training opportunities ensuring our businesses are able to reliably access their markets. Work with businesses and the workforce in promoting apprenticeships and work placement opportunities.

Promote better information for employers, colleges, universities, learning and training providers

By engaging with employers we will ensure that the demand for training ceases to be driven by providers and is led by the business community. Training must be informed by adequate knowledge of current or future employment opportunities. The skills arena is complex and very often confusing. We will work to simplify messages, promoting skills opportunities in a clear and concise manner.

Promoting enterprise and career opportunities

Helping people to be more entrepreneurial in developing their careers by providing high quality information, advice and guidance on the opportunities to develop skills, and promoting and celebrating local successes.

Building effective relationships with Hertfordshire's university and colleges

By working more closely with both our local university and colleges we can help them to provide relevant courses to support our businesses future skills needs. In addition we will work together to promote graduate placements into our business community.

Skills and Employment

Measurable outcomes

- A successful skills partnership working together to deliver on skills needs
- Development of apprenticeship and graduate programmes across Dacorum businesses
- Increase the number of apprenticeships created and offered to local people
- Increase effective and appropriate work placements for school children
- Facilitate innovative solutions developed through working with local businesses to address recruitment needs and increase skills levels
- Increase skill levels for Dacorum residents



3. Areas for delivery – cont.

F. Simplifying the planning process

The Council is committed to encouraging sustainable business growth. This commitment is reflected in key council documents that will help influence the development and growth of the borough. For example, the emerging Local Development Framework, the Maylands and Town Centre master plans and the Maylands Area Travel Plan.

These documents provide a framework for how the planning process can be used to help to bring forward and enable development.



Using some of the proposals identified in the Enterprise Zone Bid, simplify various aspects of development (particularly extensions, change of use and permitted uses) through Local Development Orders (LDOs) where appropriate

Simplify the planning process where appropriate so it is easier for businesses to expand or relocate to the area

Re-visit our land use assumptions in Maylands as set out in adopted planning policy and the Maylands Masterplan to better reflect changes in the market and to achieve greater diversification (including a greater housing component if this could act as a stimulus)

Publicise the Open for Business statement and gain buy in from all staff

Measurable outcomes

- Establish if, where and how to use LDOs and enact them
- Identify more flexible use for land within the Gateway and market it in partnership with the HCA
- Publicise the agreed Open for Business statement and aim for all staff to buy into the concept, developing a reputation as a Council which helps to reduce barriers to development
- The Council's Corporate Regeneration Group will continue to meet to consider potential land uses, availability and how to drive development and regeneration

Simplifying the planning process



3. Areas for delivery – cont.

G. Key sites and development

To understand the importance of creating the right conditions to foster economic growth, we have been working to establish clear plans to help regenerate the main business areas. The key economic drivers for Dacorum are Maylands Business Park and Hemel Hempstead town centre. Master plans have been completed for both areas to help encourage and guide investment and development. The master plans provide clear visions and action plans to help these areas realise their potential. Proactive partnership working with the HCA and other landowners will enable key sites to come forward to deliver economic growth and housing.



MAYLANDS BUSINESS PARK

Maylands Gateway

Bring forward the 60-acre site at Maylands Gateway, owned by the Council and the Homes and Communities Agency, which alone has the potential for over 7,500 new jobs

Consider accelerating the release and development of the Council and HCA sites, refreshing the land use assumptions (as above), and reach agreement with the HCA over timing and approach

Carry out initial infrastructure investment to allow development to start (including identification of resource requirements and timing)

Market the Gateway offer – 60 acres of land in public sector ownership in a great location.

Heart of Maylands

Work proactively with the current land owners to deliver an action plan which can facilitate the regeneration of this area and use Growth Area Funding and other opportunities to help stimulate development activity.

Boundary Way (“Buncefield Phoenix”) area

Encourage development of key sites across this complex area by working with developers on a site specific basis. In relation to Buncefield oil terminal, consider the varied uses and types of development that could be progressed given the Health and Safety Executive’s restrictions.

Spencers Park

Bring forward the delivery of the housing site including the delivery of affordable houses using Growing Places Fund.

HEMEL HEMPSTEAD TOWN CENTRE

Town Centre regeneration – Public Service Quarter

Work to deliver the major regeneration scheme to bring forward new developments that will benefit and boost footfall into the wider Town Centre. This area will deliver a new college, food store and a new Public Service Quarter which will include a replacement civic centre and library together with voluntary and community services.

The Market Square

Deliver temporary improvements to the Market Square area and consider appropriate uses for the site in the long term.

The Hospital zone

Encourage the redevelopment of the Hemel Hempstead Hospital site and a mixed use development of the employment area.

JARMAN PARK

Work proactively with landowners and leisure/retail proposals to help develop a unique retail and leisure hub.

Measurable outcomes

- PSQ regeneration scheme comes forward as an integrated part of the town offer
- Market Square is improved and longer term plans considered for future delivery
- Maylands Gateway infrastructure needs are identified and costed
- Initial investment to make sites attractive to investors is made through a variety of means
- Co-marketing of the Gateway site with the HCA
- Delivery of phased regeneration in the Heart of Maylands area
- Delivery of Spencers Park
- Provide a staged plan for the regeneration of Jarman Park

Key Sites and developments



3. Areas for delivery – cont.

H. Regeneration

The master plans for both Maylands and Hemel Hempstead town centre provide clear regeneration visions for the areas, and action plans will be continually reviewed to ensure Dacorum Borough Council can work to help realise the potential of these areas.

The visions for the two areas are:

Maylands

“To create an environment where a range of businesses can grow and prosper through the development of Maylands as a sustainable, well connected green business park offering a high standard of accommodation within a pleasant environment, served by a range of conveniently located shops and amenities.”

Hemel Hempstead town centre

“In 2031 Hemel Hempstead town centre will be an appealing, attractive and sustainable destination with a thriving economic centre and a high quality environment. The regeneration and evolution of the town centre will emphasise the natural and cultural assets of the town and celebrate its new town history and rich heritage. Hemel Hempstead town centre will evolve into a vibrant place where people want to shop, work, live, learn and visit.”

Whilst these are the two main areas, regeneration plans are also being developed for the High Street, Hemel Hempstead, the Old Town Hall, and the Jellicoe Water Gardens located at the back of Hemel Hempstead Town Centre.

In addition to these areas we will be looking to encourage the regeneration of Jarman Park in Hemel Hempstead. Working with stakeholders, the aspiration is to plan the delivery of a unique retail and leisure hub which will appeal to a wide catchment area.

1. Delivery of the Maylands and Town Centre master plans and public realm improvements

Continue implementation of the agreed regeneration programmes in Maylands and the Town Centre – such as bringing forward the Heart of Maylands and the Public Service Quarter using funding and current land holdings – will have a positive impact on the attractiveness to developers and investors.

In addition to the existing Masterplan for Maylands Business Park, a Physical Improvement Strategy is being developed to advise on improvements to the public realm. This will cover the specifications for the parks' character areas, including costing to be used to negotiate S106 contributions from developers to enable the accelerated delivery of regeneration.

The Hemel Hempstead Town Centre Masterplan contains key proposals for each of the town centre character zones which we aim to deliver in three phases over the next ten years. However in the shorter term, a Marlowes Improvement Strategy is in place to advise the regeneration of the pedestrianised town centre public realm. This includes upgrades to the planters and planting schemes, street furniture, lighting and paving. Funding has already been committed and the roll out of these schemes will continue with the aim of making the pedestrianised town centre a more attractive shopping location.

A one way system will be implemented in High Street, Hemel Hempstead and an events space created. In addition, accessibility will be improved and facilities upgraded within the Old Town Hall Theatre to attract more performers and increased audiences. These works will help to strengthen and broaden the Old Town economy.

2. Sustainable transport

Through funding gained from the local sustainable transport fund, we have a number of projects that we can now implement from the sustainable transport plan. These include:

🌀 New and improved walking and cycle routes to Maylands Business Park and cycle parking improvements

🌀 Deliver a Maylands Business Park bus link and infrastructure improvements between Hemel Hempstead Station, the town centre and Maylands. This will include bus infrastructure upgrades for example, real-time information screens, smart cards and better buses

🌀 Investigate the possibility of road improvements on Green Lane to reduce congestion and enhance access to the M1 motorway. Develop a preferred lorry route over the longer term to reduce congestion on Breakspear Way

🌀 Support the Maylands Area Travel Plan and Car Club to provide a dedicated travel planning / behavioural change programme



3. Superfast broadband

In partnership with the LEP, business, BT and HCC, work will continue to accelerate the provision of superfast broadband into business areas clarifying where extra resources may be needed to achieve our targets and addressing the need.

Measurable outcomes

- Public realm improved both at Maylands and in the town centre
- Funding gained for improvements to the Jellicoe Water Gardens
- Old Town improvements implemented
- More use of sustainable transport achieved (less cars)
- Work towards 100% coverage of Maylands and other business areas, with superfast broadband
- Continued delivery of the Marlowes Improvement Strategy
- Agreed five year plan of improvements for Maylands
- Improve the layout and operation of Hemel Hempstead Market

Regeneration



4. Monitoring and evaluating delivery



As we implement this strategy a robust monitoring system will be essential to show the effects of the actions we have taken, and their associated cost benefits.

The action points within this strategy will be incorporated, as appropriate, into Dacorum Borough Council's corporate plan and will flow down from this through the service plans and Dacorum delivery plans to ultimately become work plans for the accountable officers.

Delivery will be monitored regularly through performance management and reported annually to Cabinet, through our annual monitoring report Delivering Success.

Through constant review we will be able to adapt to changes and evaluate performance regularly therefore ensuring that delivery is maintained against a constantly changing economic landscape.

“Global brands such as Amazon, Next and Toshiba as well as innovative start ups and forward thinking entrepreneurs have chosen Dacorum’s thriving business environment to grow their business”





Dacorum 
Look no further

Dacorum Borough Council
Civic Centre
Hemel Hempstead
HP1 1HH

Telephone: 01442 228570
Email: looknofurther@dacorum.gov.uk
Web: www.dacorumlooknofurther.co.uk

Linkedin group: Dacorum: Look no further
Twitter: @DacorumLNF