

Hemel Place Board

First Meeting

Thursday 4 November 2021



Welcome and Introductions

Claire Hamilton
Chief Executive, Dacorum Borough Council



Tonight's Agenda

1.	Welcome and Introductions	Claire Hamilton
2.	Why a Hemel Place Strategy and Place Board?	Claire Hamilton
3.	A Narrative for Hemel	John Till, Thinking Place
4.	Developing the Place	James Doe
5.	Your priorities and issues – how we can work together	Group discussion
6.	Independent Chair	James Doe
7.	Next Steps	Claire Hamilton
8.	Date of Next Meeting	



Why a Hemel Place Strategy?

Claire Hamilton

Chief Executive, Dacorum Borough Council



A Narrative for Hemel

John Till

Thinking Place



Developing the Place

James Doe

Assistant Director – Planning, Development and Regeneration
Dacorum Borough Council





Hemel Hempstead – Growth in context

Introducing Sara Whelan Hemel Place Manager



How will we achieve this:

What we have done so far

- Re-set focus on Hemel Hempstead as a place
- Open conversations with stakeholders on the issues and re-imagining an new future
- Economic Dashboard commissioned – data-led decisions
- Establishment of a Hemel Place Board
- A collective endeavour - not Council dominated, with Independent Chair
- Mature approach and brave decisions made

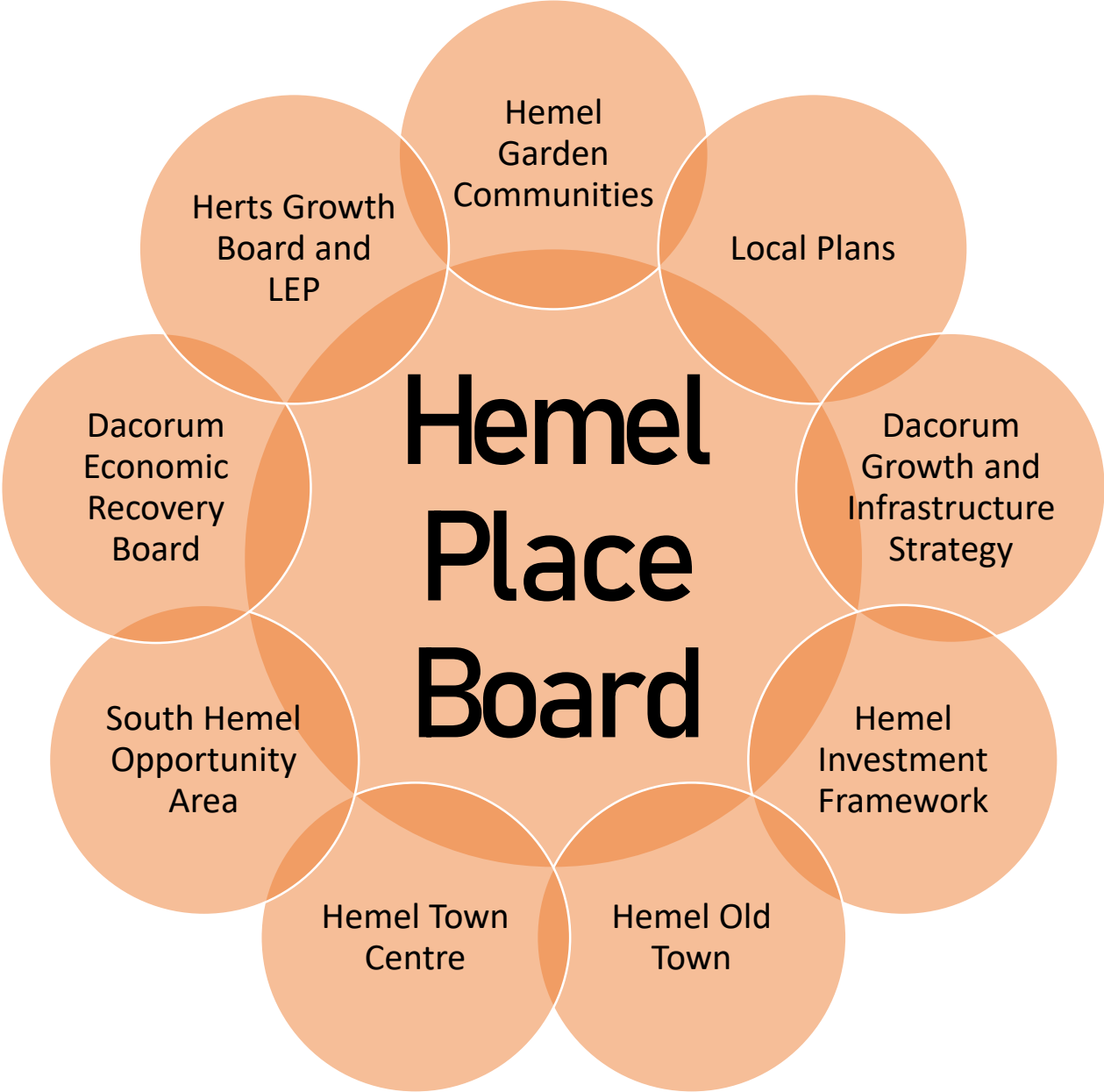


Where are we:

- Impressive and agile response – getting the resources in the right place in the organisation
- Place Board established – independently chaired by someone with expertise in areas such as regeneration/arts/culture/retail
- Place Strategy and Brand development – work has started with thinkingplace
- Identified allies and potential stakeholder champions – including college, county and landowners
- Broad, significant and meaningful engagement planned
- Town Centre Strategy underway for next 12 months



Hemel Place Board – its role



Themes for the Hemel Place Strategy

Key
developments

Design

Future of the
Town Centre

Investment

Health and
Wellbeing

Digital
Connectivity

Sustainable
Transport

Business
Development

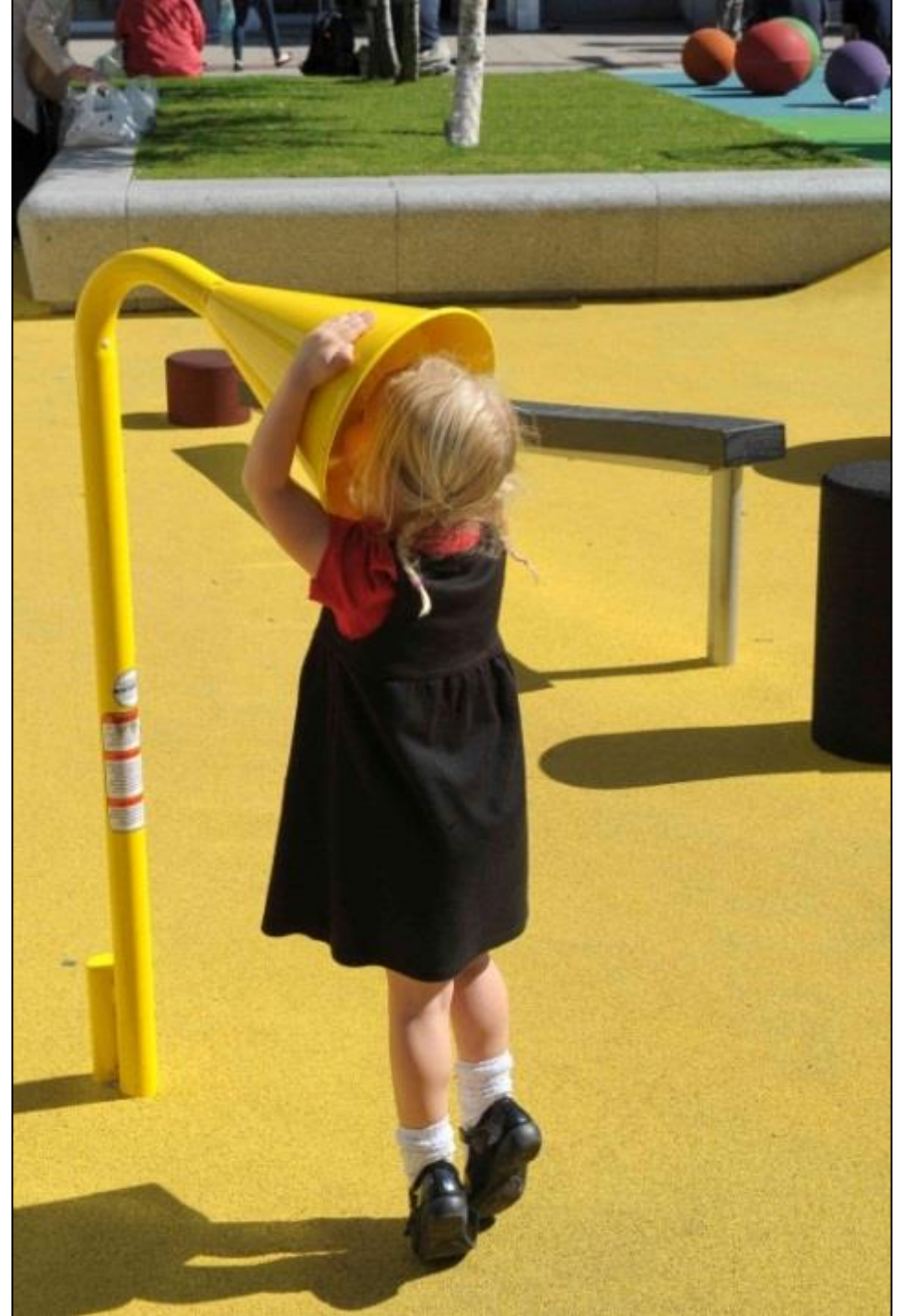
Attracting
Employment

Arts, Culture
and Heritage

Climate
Change

Community

Focus on Hemel Town Centre: A New Strategy



Hemel Hempstead Town Centre – Today



Hemel:

Building on success

- Great connectivity to London; opportunity to attract City companies to locate regional hubs in Dacorum, near the workforce.
- Town centre vacancy rates low (5%) and ripe for investment.
- Links to Herts IQ and Maylands Business Parks and Hemel Garden Communities – providing jobs and new workforce.
- Cluster of successful businesses in high tech sectors.



Current Issues:

What the evidence tells us

- A weak town centre with falling commercial leases and lack of cultural/leisure facilities
- Decrease in employment due to
- increase in permitted development, leading to reduced footfall.
- Oversupply of retail - expected to
- lose 31% or 1,401 retail jobs over the next 5 – 10 years.



Current Issues:

What the evidence tells us

- Lack of affordable housing - stark difference between household income before and after housing costs.
- Pockets of deprivation particularly crime and barriers to housing and services.
- Lack of transport links between the station and town centre.
- Sluggish business start up growth and slower than UK average GVA growth.

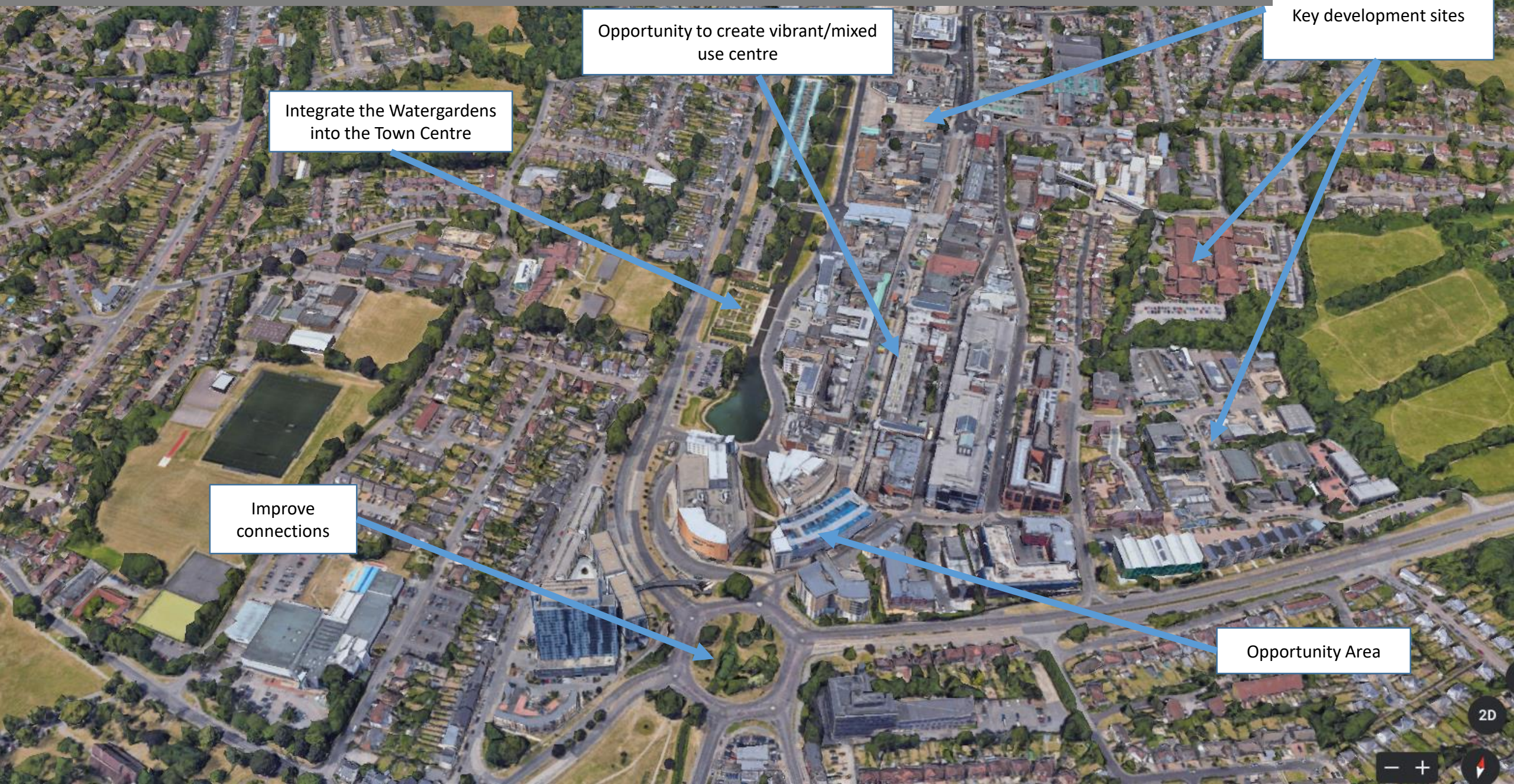


Opportunities: Building on success

- Opportunity to re imagine the town centre for the 21st century; open spaces, cultural/ leisure facilities, new employment spaces and quality housing.
- Developing new town centre focal points and attractions; canal side housing and leisure
- The relationship between the council and its stakeholders and the community is being reframed



What the Strategy will cover



Opportunity to create vibrant/mixed use centre

Integrate the Watergardens into the Town Centre

Key development sites

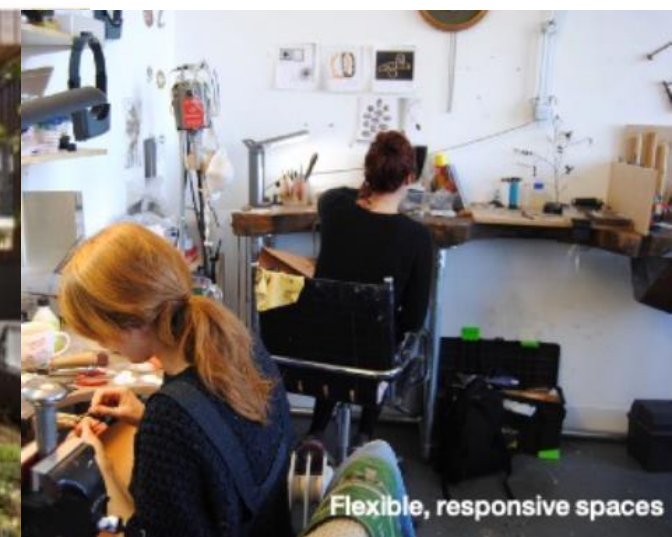
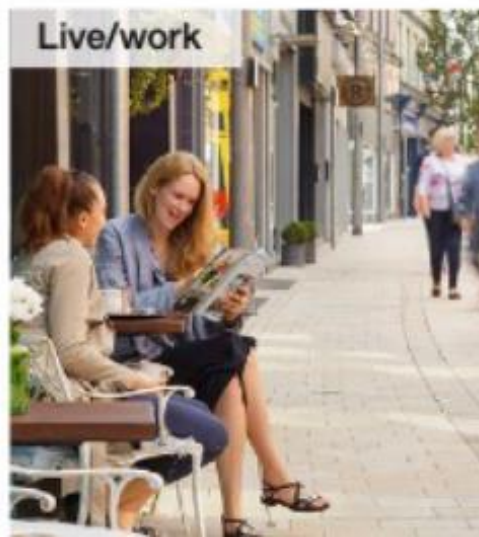
Improve connections

Opportunity Area

What the Town Centre Strategy will cover



What the Town Centre Strategy will cover



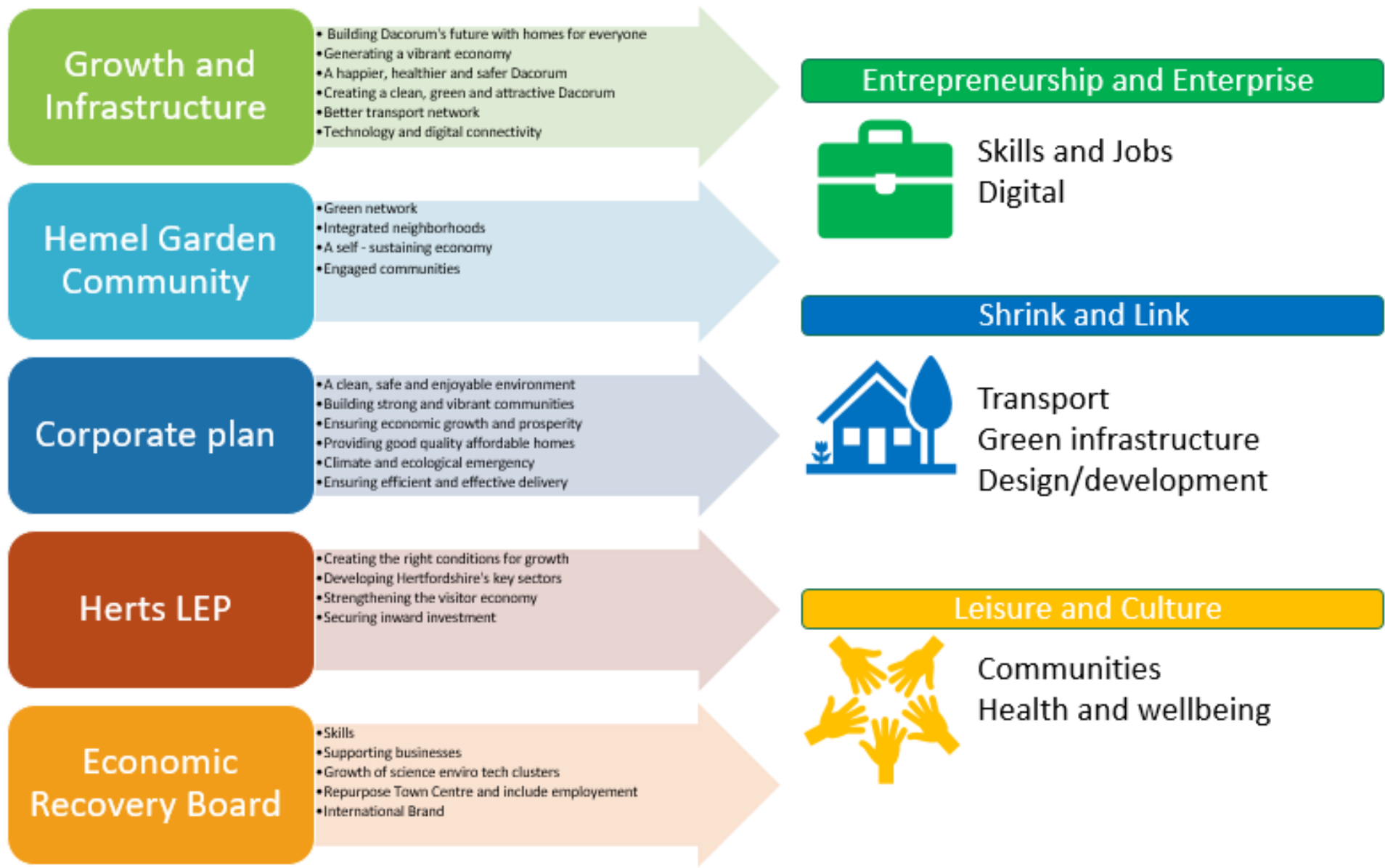
Working for customers – New places and homes



Market Square – Hemel Hempstead



Vision for Hemel Town strategy



The idea of this strategy is to build upon the existing plans and project for the Hemel Hempstead Town Centre. So, it is important that when setting our vision, we acknowledge the other workstreams such as Hemel Garden Communities and the Corporate Plan.

This Vision is based on the main themes that came from this research into the other workstreams as well as community engagement. These are shown in the diagram as entrepreneurship and enterprise, leisure and culture and shrink and link.

Hemel Hempstead tomorrow



Cafes, restaurants and markets

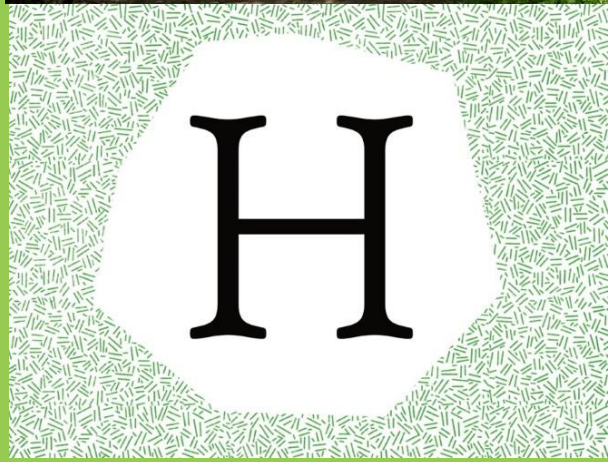
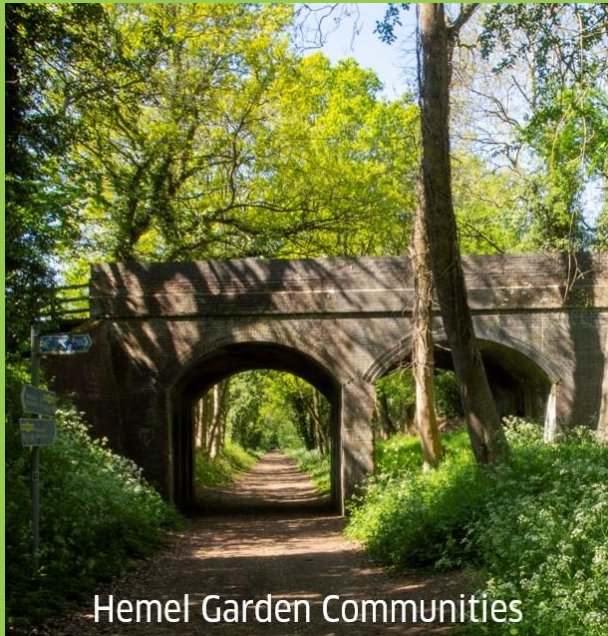
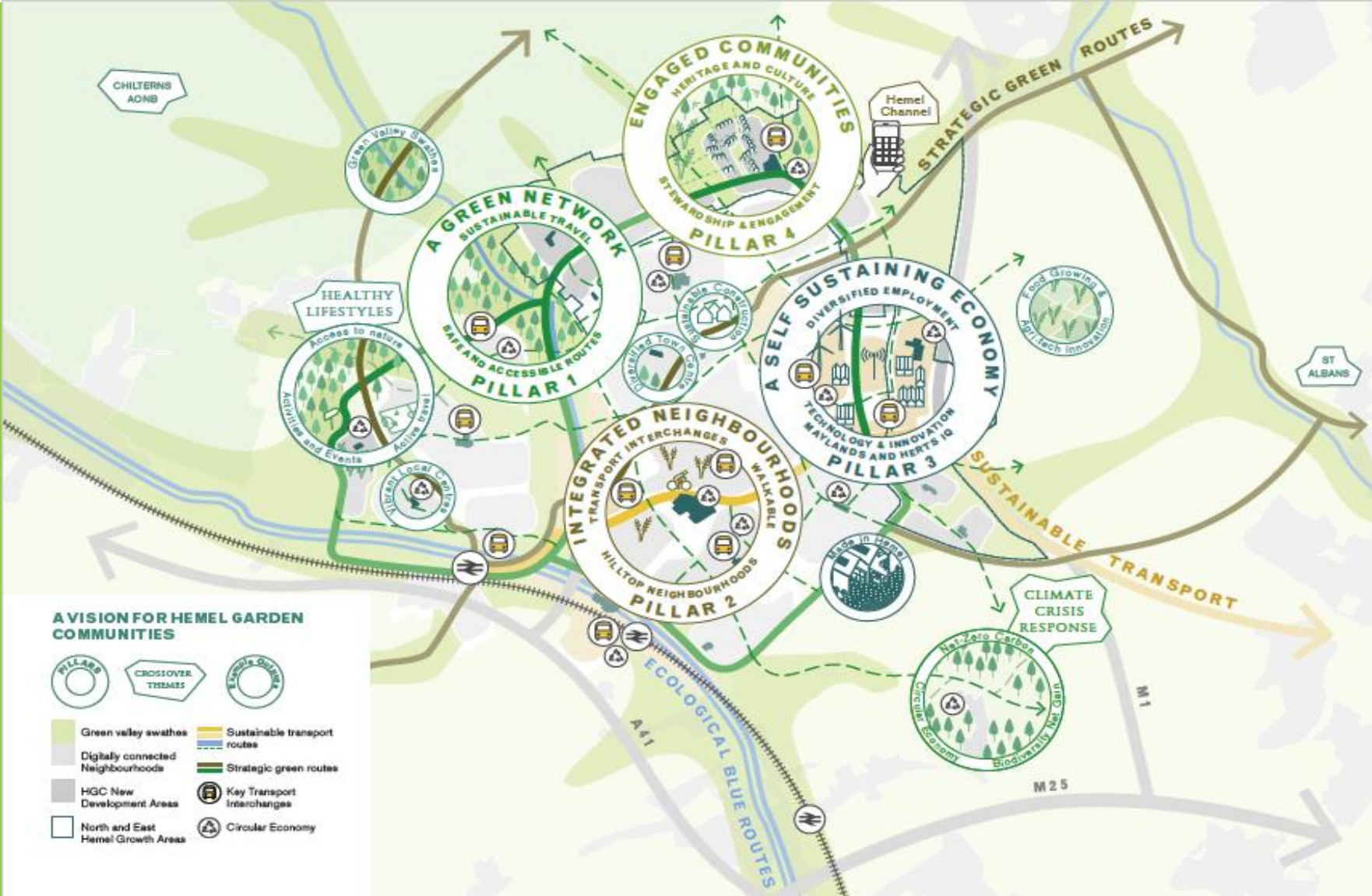
Improved Canalside environment

Employment at ground floor and residential above

Our Aspirations



Hemel, a 21st Century Garden Town – The Spatial Vision



FOUR PILLARS

1. A GREEN NETWORK

A network of green routes, travel and places will support healthy lifestyles, biodiversity, climate resilience, environmental sustainability and the wellbeing of local communities.

Biodiversity net gain

Healthy communities and lifestyles

Net zero carbon

Network of transport interchanges

Future-proofed buildings

Green valley swathes

Hierarchy of green routes and places

Shift to sustainable modes of travel

Segregated cycle and e-mobility routes

Shared community facilities

2. INTEGRATED NEIGHBOURHOODS

Hemel Garden Communities will be made up of a series of walkable neighbourhoods, connected to each other with individual distinct identities, exemplar design and sustainability standards, centred upon lively, inclusive local centres.

Lively local centres

New Town heritage

Heritage and culture shaping development

3. A SELF-SUSTAINING ECONOMY

Innovation in sustainability, circular economy principles and digital connectivity will be key employment drivers in Hemel Garden Communities and provide a strong theme for the economic identity of the town.

Digital connectivity

Circular economy

Food growing spaces and systems

Local business startup spaces

Showcase diverse businesses

Active stewardship

Spaces for culture

Public art

4. ENGAGED COMMUNITIES

Connected and engaged communities will be active participants in the growth and transformation of Hemel Garden Communities. Cultural and heritage activity, public art, knowledge and skill exchange and enterprise will all play a role, now and in the long term.

Group Discussion Your Priorities



Entrepreneurship and Enterprise Shrink and Link Leisure and Culture



Independent Chair



Next Steps

- Take away your views and structure
- Appoint Chair
- Arrange discussions between Board members and the Chair
- Set out agenda for January's meeting with key issues to progress
- Developing Branding and Marketing – draft proposals for next Board



Next Meeting in January 2022

Thank you for attending tonight

