

Activity to deliver this strategy can be grouped under 10 key action areas



6 viii Inward Investment

Hemel Hempstead Town Centre is subject to extensive improvements works which will result in an improved public realm with additional leisure activities including activities for children and a performance/event space. This will create a family friendly vibrant atmosphere which will attract visitors and new businesses. With this greatly enhanced trading environment, initiatives and projects will be developed and delivered in partnership with other key stakeholders to attract inward investment to Hemel Hempstead Town Centre - making it a destination of choice for businesses. Activity will be delivered to maximise the opportunities presented.

The bus interchange will be re sited to a more central location within the town centre and upgraded. The Water Gardens will also undergo extensive regeneration and repair, restoring to its formal glory as a valued and vibrant community space.

This strategy and its outputs will cross refer to the shared projects and aims of the Economic Well Being Strategy which is to develop a thriving economy driven by positive actions.

Any strategies delivered must reflect the reality faced by the town centre's local businesses, and seek to exploit new opportunities or address local challenges and obstacles to 'businesses doing business'. Strategies will be developed to retain local businesses as they are just as important in the current economic climate as attracting new investment and start-up businesses.

A comprehensive suite of activity will be delivered to achieve the above including:-

- Welcome Packs for businesses re locating to the town centre containing information on where they can obtain business support etc.
- Direct engagement and liaison with landowners within the town centre
- Marketing of the town centre, its offer and trading environment , promoting it as a place to do businesses
- The Town Centre Team has a dedicated Economic Development officer who's responsibility it is with others , to identify opportunities to attract new businesses
- Establish robust communication links with the business community through networking events and regular one to one meetings.
- Look at the feasibility of developing a town centre 'Retail Skills Academy'
- Close liaison with local landlords and commercial agents identifying vacant units in the town centre and their promotion