

Please note – hard copies of the Plan will be circulated at Cabinet

Working better together

Destination Dacorum builds on a history of partnership working in the borough. It is a collaboration of key organisations in Dacorum who work together to make the borough a better place to live, work and enjoy

In order to achieve the vision of Dacorum being a great place to live, work and enjoy, Destination Dacorum recognises the need to balance the needs of our communities within three priorities:

- Business growth, housing and regeneration
- Environment, health and well-being
- Safe and active communities.

Everything that Destination Dacorum does will have a positive impact on at least one of these priorities. To ensure that it delivers results, Destination Dacorum will have a key focus for its action. Given the current economic situation, the key focus is economic well-being.



Contact information

If you would like more information please contact:

Destination Dacorum
Civic Centre
Dacorum Borough Council
Hemel Hempstead
HP1 1HH

e: DestinationDacorum@dacorum.gov.uk
t: 01442 228743

If you would like this information in any other language, or in another format, such as large print or audio tape, please contact us using the details above.

If you are d/Deaf or hard of hearing and wish to attend the Community Fair, we can provide you with communications support. Please contact us using the email address above to discuss your communication support needs.

Destination Dacorum Partners:



June 2012

Our Plan



Destination Dacorum

a better place to live, work and enjoy

A better place to live



Dacorum is one of the top 50 places to live in the UK, according to the Halifax Quality of Life Survey.

Dacorum is a borough in the county of Hertfordshire. It has strong urban and rural communities, and is home to the towns of Hemel Hempstead, Berkhamsted and Tring, the large villages of Bovington, Kings Langley and Markyate and 12 smaller villages.

Dacorum has over 142,900 residents, the highest population of all Hertfordshire's districts (ONS, 2010).

There is a thriving voluntary sector in Dacorum and a wealth of community groups covering all sorts of interests and hobbies.

Our challenge

There are some health inequalities in Dacorum. For example, life expectancy is 8.4 years lower for men and 7.4 years lower for women in the most deprived areas of Dacorum than in the least deprived areas (based on the Slope Index of Inequality, January 2011).

A better place to work



With our close proximity to London we are excellently placed for businesses to thrive.

Dacorum is home to the Maylands Business Park, one of the largest employment areas in the South East and home to over 600 businesses. It is the base of many well-known UK companies including Amazon, Dixons, Henkel, Northgate, ASOS, Parker Hannifin and others, due to its fantastic location adjacent to the M1/M25 and a 30 minute drive from Heathrow and London Luton Airports.

Our local economy is well supported by a high level of local employees who are well skilled.

Our challenge

Retail in Dacorum has suffered, particularly in Hemel Hempstead, from the economic downturn – we would like to rejuvenate our town centre and have less empty shops.

A better place to enjoy



Dacorum boasts some world class sporting facilities, a rich culture and over a third of our borough is in The Chilterns.

Dacorum has something on offer for everyone – from the rich history and heritage of Hemel Hempstead Old Town, or the Apsley Paper Trail to the exciting sporting facilities such as the Snow Centre with the largest indoor lesson slope in the UK, and the XC boasting one of the world's largest indoor caving systems.

The area is home to Berkhamsted Castle which dates back to 1066, the Natural History Museum at Tring, The Old Town Hall Theatre and The Court Theatre at Pendley. These are just a few of our attractions. There are also a number of hugely popular local events such as Music on the Moor and the Tring Comedy Festival.

Our challenge

Dacorum has so much to offer yet it is somewhat undiscovered – we need to encourage more people to visit and enjoy the borough.



a better place to
live, work and enjoy

Our Plan: We have six ambitions to make Dacorum even better. Each of these ambitions link to our key focus 'economic well-being'. There is lots of work being done by organisations, partnerships and within the community which contribute to these ambitions. Here we list what the Destination Dacorum Board will do to contribute to achieving these ambitions.

A more vibrant destination

Lead: Mark Mitchell, Community Action Dacorum
(on behalf of the Voluntary Sector)

To make Dacorum more vibrant we will:

Create the environment for social enterprise to prosper and grow. Our actions will include:

- Develop a resource hub and create a social enterprise network for mutual support
- Explore commissioning opportunities and arrange 'Meet the Buyer' events to enable local providers to bid for service delivery.

Support local people (particularly those economically inactive) to improve their self-confidence and employability. To do this we will:

- Develop inter-agency projects which support individuals in the community
- Pursue joint promotional activities to share training and volunteering opportunities.



A healthier destination

Lead: Dr Richard Garlick, NHS Hertfordshire

To make Dacorum a healthier place we are going to:

Lead partnership working to address issues of health inequalities in Dacorum. We will:

- Identify potential initiatives and projects to reduce inequalities
- Target resources where possible and seek funding to deliver such initiatives.

Support people who are unemployed because of health related problems to get back to work. To achieve this we will:

- Work with GPs, the voluntary agencies and other agencies to support people who may need health related or other support to get fit for work
- Promote and deliver health programmes for local employees to improve health and well-being.

Destination Dacorum Board

The Destination Dacorum Board is made up of the representatives for each ambition. They meet every other month to discuss progress on the actions in this plan and also to discuss strategic issues in the Dacorum area.

The Board ensure that all organisations and sectors are working together towards the same goal. The Board also enables continuation of positive working partnerships between the key organisations and sectors in Dacorum. Members of the Board are active and accountable for delivering this plan, they also ensure that the strategy remains relevant, this includes making changes as and when required. This means that this plan is a working document and may change from time to time.

A more prosperous destination

Lead: Andy Cook, FFEI (on behalf of the Private Sector)

To make Dacorum more prosperous we will:

Increase the profile of business in Dacorum to attract new business and retain existing business, particularly in Maylands. Our actions will include:

- Promotions to increase the profile of business in Dacorum regionally and nationally supported by a media campaign to attract new investment

- Develop a network of business champions to share positive messages
- Work with partners to proactively support and build the skill set of young people
- Develop a Dacorum Angel Investor and Mentoring Network, to support new businesses and business growth.

Community Fair

There is a wealth of organisations, agencies and community groups working within Dacorum. It is important that the Destination Dacorum Board has a way of connecting with these organisations. There will be an annual Community Fair (held September time) which will be a chance to share information, ensure accountability, identify gaps, generate ideas and gain additional collaborative support and input. Any organisations are welcome to attend this event. If you are interested in coming along please register your interest by using the contact details on the back of this leaflet.

A safer destination

Lead: Chief Inspector Michael Pryce, Hertfordshire Constabulary

To make Dacorum even safer we will:

Improve links between local businesses and Destination Dacorum partners to ensure that Dacorum is a safe place for business. To do this we are going to:

- Actively engage with business forums including the Maylands Partnership and Dacorum Business Against Crime

- Build stronger relationships between the police and businesses in the towns and villages in Dacorum.
- Reduce business crime and promote reductions to help improve the reputation of the local area. To make this happen we will:
- Map businesses in Dacorum and baseline business crime to understand patterns and focus improvement
 - Publish specific communications to promote Dacorum as a safe place for businesses
 - Respond to issues of safety affecting businesses in a timely manner seeking appropriate resources where necessary.

Community Network

Meeting up at the Community Fair will be a great way for the Board to keep in touch with the community, and to shape their work and focus. It is only feasible to have this event once a year. In the mean time, updates about the Destination Dacorum Board and other helpful information (such as funding information etc), is available through the Dacorum Community Network Facebook Group. Please visit Facebook to join this group: www.facebook.com

A better connected destination

Lead: Darryl Keen, Hertfordshire County Council

To make Dacorum better connected we will:

Assist in the preparation of the Growing Places Fund for Maylands (a bid for funding to pay for road and utility infrastructure and improvements to existing highway) to ensure it is credible and deliverable and gets due consideration. To do this we are going to:

- Work with local organisations to develop, and where possible implement, a long term supported infrastructure strategy
- Work with Dacorum Borough Council to ensure that Dacorum

attracts the necessary funding. Make sure that there is Superfast Broadband in Maylands. This is important for local business, and will maximise benefit of investment. To make this happen we will:

- Work with the Hertfordshire Local Enterprise Partnership (LEP) who are looking to bring improved services to the cabinets at Maylands thereby upgrading the level of broadband service delivery to the park
- Seek funding to enable this ambition to be realised.

A great destination

Lead: Daniel Zammit, Dacorum Borough Council

To make Dacorum a great place we will:

Have a 'Never Empty' aspiration for shop fronts and retail space, working to ensure that when retailers close down, space is utilised where possible for community groups and social enterprises. To do this we will:

- Work with the voluntary and community sectors to identify potential use of these sites
- Work with town centre partnerships to highlight potential opportunities.

Deliver a regular 'Shuttle bus' service in Hemel Hempstead between Maylands Business Park, the Town Centre and the train station to improve links between these key areas. To do this we will:

- Identify funding to increase the current service
- Work with necessary partners to promote the service.

Promote Dacorum, and all it has to offer, to our community, to visitors and to businesses. To achieve this we will:

- Develop a project which works between agencies to promote the area supported by a website and campaign
- Administer and lead Destination Dacorum, the Community Fair and Community Network in order that we are all working towards the same goal.

