



**AGENDA ITEM: 8**  
**SUMMARY**

<b>Report for:</b>	<b>Cabinet</b>
<b>Date of meeting:</b>	<b>24 July 2012</b>
<b>PART:</b>	<b>1</b>
If Part II, reason:	

<b>Title of report:</b>	<b>HEMEL HEMPSTEAD TOWN CENTRE REGENERATION – HEMEL HEMPSTEAD TOWN CENTRE MASTERPLAN AND JELICOE WATER GARDENS HERITAGE LOTTERY FUND BID</b>
Contact:	<p>Cllr Terry Douris, Portfolio Holder for Planning and Regeneration</p> <p>Author/Responsible Officers:</p> <p>James Doe, Assistant Director, Planning, Development and Regeneration</p> <p>Nathalie Bateman, Team Leader, Strategic Planning and Regeneration - Town Centres, Neighbourhoods and Green Spaces</p>
Purpose of report:	<ol style="list-style-type: none"> <li>1. To seek Cabinet approval for the draft Hemel Hempstead Town Centre Masterplan for consultation purposes.</li> <li>2. To seek approval for the Jellicoe Water Gardens Parks for People HLF Stage 1 bid with match funding required for 2013/14.</li> </ol>
Recommendations	<ol style="list-style-type: none"> <li>1. That Cabinet approves the draft Hemel Hempstead Town Centre Masterplan for consultation purposes.</li> <li>2. That Cabinet approves the Stage 1 Heritage Lottery Fund Parks for People bid, as outlined in the report, to secure funding to support a programme of approximately £3.5 million for restoration and intervention works to the registered Jellicoe Water Gardens.</li> <li>3. That Cabinet notes the need to work towards assembling</li> </ol>

	<p>match funding of up to 30% of the total bid value, and subject to Stage 1 approval by the HLF, requests officers to work up detailed funding proposals for consideration by the Capital Strategy Steering Group for inclusion into the Capital Programme for 2014/15 and beyond.</p> <p>4. That Cabinet approves the approach proposed to resolve the Environment Agency's concerns regarding the restoration of the Jellicoe Water Gardens and compliance with the Water Framework Directive, to include a bid to the Catchment Restoration Fund, and/or other external funding awards to provide offsite mitigation works , and that final decisions on this matter and the content of such funding bids be delegated to the Portfolio Holder for Planning and Regeneration in consultation with the Portfolio Holder for Finance and Resources.</p> <p>5. That Cabinet notes the need for additional revenue commitments required to operate the Gardens to high levels of maintenance and management including new community building, public toilets, community involvement and learning opportunities from January 2017 onwards, should the bid be successful.</p>
<p>Corporate objectives:</p>	<p>The project to regenerate Hemel Hempstead Town Centre has been identified as a priority for the Council.</p>
<p>Implications:</p> <p>'Value For Money Implications'</p>	<p><u>Financial</u></p> <p>For the Jellicoe Water Gardens, all capital and revenue costs associated with the restoration of the Gardens and community development work can be included within the project costs up to December 2018 (assuming a successful outcome to the Stage 2 application in August 2013). A bid to support a total programme of up to £3.5 million is proposed to the Heritage Lottery Fund to cover capital, revenue and development costs to December 2018.</p> <p>In addition to the deployment of officer time from the establishment budget, ongoing revenue commitments will be required after the project has been implemented, from January 2019 onwards. These are set out in section 5 of the report, but will centre on horticultural expertise, possible additional gardeners/landscape staff, and running costs for the proposed community building. The current estimate at today's prices would be £61,100 per annum. If the stage 1 bid is successful, the need for such staffing and extent of other costs will be worked up in detail as part of the stage 2 bidding process, together with options for service delivery either in-house or on a commissioned basis.</p> <p>Presently, it is anticipated that match funding of up to £1,050,000 would be required if the bid is to be supported on a 30% basis. Whereas the minimum match funding requirement</p>

	<p>is 10%, advice received from the HLF is that this higher level will provide the bid with greater chances of success. If Stage 1 approval is given, proposals will be worked up for consideration by Capital Strategy Steering Group (CSSG) for inclusion in the Capital Programme. Financing of the scheme will be required. Possible sources of finance include use of s.106 receipts (as allowed) and other grant funding. However it is likely that there will be need to identify additional finance which may require a review and reprioritising of the capital programme to release resource or the scaling back of the scheme.</p> <p><u>Value for Money</u></p> <p>The efficient use of public resources is being managed in the following ways:</p> <p><u>Town Centre Masterplan</u> – in-house production using establishment officer resource and selective use of expert consultancy input only where necessary.</p> <p><u>Jellicoe Water Gardens</u> – Through Heritage Lottery Funding, there is a major opportunity to secure capital funding for major restorative works set within a community development project. Some up-front investment is necessary to support a stage one bid to the HLF, in what is a very competitive bidding process.</p>
Risk Implications	<p>Risk Assessment completed as part of the Hemel Hempstead Town Centre Regeneration Project Implementation Document. This will be updated with further risks with this project.</p>
Equalities Implications	<p>An equality impact assessment has been completed as part of the Hemel Hempstead Town Centre Regeneration Project Implementation Document. As the plans move forward, further assessments will be carried out as necessary.</p>
Health And Safety Implications	<p>None</p>
Monitoring Officer/S.151 Officer Comments	<p><b>Deputy Monitoring Officer:</b></p> <p>There are no specific legal implications arising from the report. The Legal Governance team has been consulted on the draft Masterplan and suggested amendments have been incorporated in the draft annexed.</p> <p><b>S.151 Officer</b></p> <p>The proposal in respect of the Jellicoe Water Gardens includes a commitment to match funding and there are, therefore, significant capital and revenue implications arising from the report which have yet to be assessed in detail.</p> <p>The Council's Financial Regulations require that match funding requirements and obligations are considered prior to entering into any agreement, and future budgets reflect these</p>

	<p>requirements.</p> <p>Therefore, an application to the Capital Strategy Steering Group will be required to assess the impact on the Capital Programme and the resources available to fund the project and the Council's other future capital needs.</p> <p>It is likely that accepting the proposal will require review and reprioritisation of the capital programme. In the event that this does not release sufficient capital finance the scheme would need to be rescaled to reduce the Council's capital commitment or the requirement for Prudential Borrowing would need to be evaluated and approved.</p> <p>In the event that Prudential Borrowing is required there would be an ongoing revenue impact in addition to those identified in the report.</p> <p>The revenue implications identified in the report (which have yet to be fully evaluated) would represent an increase to base budget of £61,100 which will extend beyond the period of HLF funding unless they can be offset by efficiencies elsewhere within planned revenue spend.</p> <p>Taking account of the current review of Local Government Finance and Government spending reviews, this ongoing revenue commitment should be considered in the context of the Council's overall priorities as it is likely that future savings requirements will continue in the medium term. Full evaluation of future revenue implications will be required prior to the submission of the Stage 2 bid in the event the bid is successful at Stage 1.</p>
<p>Consultees:</p>	<p>David Austin, Assistant Director, Neighbourhood Delivery</p> <p>Alex Chrusciak, Group Manager Development Management and Planning</p> <p>Chris Taylor, Group Manager Strategic Planning and Regeneration</p> <p>Mike Evans, Group Manager, Commercial Property and Assets</p> <p>Fiona Webb, Assistant Team Leader, Development Management (Conservation and Design)</p> <p>Matt Wood, Property Service, HCC</p> <p>Sanjay Patel, Jenny Applestone and James Dale, Highways HCC</p> <p>Steve Barnes, Vinci Parking, DBC</p> <p>Guy Brigden, HCC</p> <p>Paul Newton, Team Leader, Development Management and Planning</p> <p>Cllr Terry Douris, Portfolio Holder for Planning and Regeneration</p>

Background papers:	<p>Access and Movement Study</p> <p>Major Land Use Study</p> <p>Draft Heritage Improvement Study</p> <p>Charette Report 2011</p> <p>Stakeholder Workshop Report 2012</p> <p>Hemel Evolution Consultation Analysis</p> <p>Hemel Hempstead Town Centre Masterplan Draft Report 2012</p> <p>Hemel Hempstead Town Centre Regeneration Phase 1 Proposals and New Public Service Quarter – Report by DTZ, November 2011</p> <p>Hemel Hempstead Feasibility Study – Report by GL Hearn Property Consultants, October 2011</p> <p>Marlowes Shopping Zone Improvement Strategy – JMP Consultants</p> <p>Report to Cabinet 19 October 2010</p> <p>Report to Cabinet 29 March 2011</p> <p>Report to Cabinet 29 November 2011</p> <p>Report to Cabinet 24 April 2012</p> <p>Water Gardens Study, Hemel Hempstead – Report by Allies and Morrison Urban Practitioners and The Landscape Partnership, October 2011</p> <p>Water Gardens Design Development Report (HTA Consultants)</p>
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## 1.0. Executive Summary

- 1.1. At its meeting on 19 October 2010, Cabinet agreed a strategy of incremental regeneration based on a comprehensive masterplan for Hemel Hempstead town centre. A project plan was agreed for taking work forward. The scope and content of the Masterplan was subsequently agreed on 29 March 2011.
- 1.2. Since this time the Council's Strategic Planning and Regeneration team has been working with stakeholders to produce a draft Masterplan. A Stakeholder workshop was held in January 2012 and a public consultation event was held in Hemel Hempstead town centre for two days in early May. The event updated the public on the Council's future regeneration proposals for each of the seven character zones.
- 1.3. A draft Hemel Hempstead Town Centre Masterplan (Appendix 1) has now been produced and is presented to Cabinet for consideration. If Cabinet decides to approve the draft then a formal 6 week public consultation on the document will follow.
- 1.4. The purpose of the Hemel Hempstead Town Centre Masterplan is to provide a long-term vision for the future of the town centre, building upon policies in the Core Strategy which focus on the need to regenerate the town centre. Once adopted, the Masterplan will provide strategic guidance for new

development in the town centre.

- 1.5. A key aspect of the Masterplan is the regeneration of the registered Jellicoe Water Gardens and surrounding area. On 29 November 2012 Cabinet agreed to support in principle a submission to the Heritage Lottery Fund Parks for People programme to secure funding for a programme of restoration works to the Water Gardens in August 2012, including the dedication of match funding. It was agreed that Officers would work up proposals for consideration and approval by Cabinet and that budget provision of £20,000 be made to progress to a stage one bid.
- 1.6. HTA Landscape Design was subsequently commissioned to prepare the Stage 1 bid. The Water Gardens Design Development Report – Draft, attached as Appendix 2, outlines the master planning process with a concept plan detailing both the restoration approach and proposed new interventions.
- 1.7. A key issue to be resolved prior to submission at Stage 2, is the Environment Agency's concerns that the restoration will not comply with the European Water Framework Directive. This legislation requires all river basins to achieve good ecological and chemical status by 2015 and for the Water Gardens would involve restoring the chalk stream, which is incompatible with its heritage status. The approach suggested for the Stage 1 bid is to seek a further view on non-compliance with the Environment Agency. This will test whether an exemption to the WFD would be applicable in this instance through an Article 4.7 directive, and explore offsite mitigation improvements at Two Waters through a partnership project bid to the EA's Catchment Restoration Fund.
- 1.8. Subject to members' approval, a Stage 1 bid for £3.5 million will be submitted by 31<sup>st</sup> August 2012. To demonstrate value for money and commitment, 70% of funding will be sought from the Heritage Lottery Fund, with the remaining 30% match funding to be found with a significant contribution from Dacorum Borough Council. This may come from a variety of sources including capital resources, , s106 receipts where they can be used in this way and other funding opportunities. The bid would include development, capital, and new revenue costs up to December 2018. From January 2019, Dacorum Borough Council would be responsible for additional ongoing revenue costs for a new skilled gardener post to work with existing Clean, Safe and Green resources that are deployed to the gardens. Additionally there will be the need for apprenticeships to support the ongoing learning elements of the bid, and a resource to service the new Friends Group together with the need to support the new community facility on an ongoing basis. Options for delivering this ongoing support will be worked up as part of the stage 2 submission to the HLF, and for Cabinet's consideration later in the process.

## **2.0. Background**

- 2.1. This report sets out the following issues regarding the regeneration of the town centre. The structure is as follows:
  - Background to Hemel Hempstead Town Centre Regeneration
  - Town Centre Masterplan
  - Jellicoe Water Gardens Parks for People HLF bid

### **3.0 Background to Hemel Hempstead Town Centre Regeneration**

- 3.1 The Council recognises as a priority that the regeneration and prosperity of Hemel Hempstead Town Centre is critical to the prosperity of the Borough as whole. Following the demise of the Waterhouse Square plans in 2010 due to adverse market conditions, work has continued to plan for the future.
- 3.2 At its meeting on 19 October 2010, Cabinet agreed a strategy of incremental regeneration based on a comprehensive masterplan for the town centre. This would build on the framework of the seven character zones that make up the town centre, as set out in the submitted Core Strategy. Cabinet also agreed a project plan for taking work forward.
- 3.3 A substantial amount of work has been carried out in connection with the phase one programme for town centre regeneration that Cabinet endorsed on 29 November 2011. This agreed proposals aim to kick start regeneration in Hemel Hempstead town centre through redevelopment of part of the Gade Zone involving the Council's own land and that in other public sector ownership. A subsequent opportunity arose to achieve a more effective and comprehensive regeneration scheme and was agreed by Cabinet on 24 April 2012. This involves collaborating with West Herts College to develop the majority of the Gade Zone to deliver a new college, a major food store and a new Public Service Quarter providing a range of public and voluntary sector services.
- 3.4 A policy statement for the Gade Zone has been produced which builds on the proposals in the draft Masterplan. This was agreed by Cabinet on 24 April 2012 and will guide future development in the Gade Zone. It indicates where various uses including the college, supermarket and Public Service Quarter might best be located.
- 3.5 Further information and evidence supporting the Masterplan is listed at the front of the report. Key documents include the Access and Movement Study and the Major Land Use Study.
- 3.6 The Hemel Hempstead Town Centre Masterplan is now at a draft stage and is being presented to Cabinet with this report for consideration.
- 3.7 The report's other focus is with the progression of Jellicoe Water Gardens Parks for People HLF bid. Cabinet agreed to support the bid in principle on 29 November 2011 and allocated £20,000 to develop it to stage one.

### **4.0 Hemel Hempstead Town Centre Masterplan**

- 4.1 The purpose of the Hemel Hempstead Town Centre Masterplan is to provide a long-term vision for the future of the town centre, building upon policies in the Local Planning Framework Core Strategy which focus on the need to regenerate the town centre. Once adopted, the Masterplan will provide strategic guidance for new development in the town centre.
- 4.2 The development of the Masterplan began in January 2011 with a stakeholder workshop held at Felden Lodge. The event brought together a wide range of town centre business, organisation and community representatives, as well as Officers from Dacorum Borough and Herts County Councils. Three broad

topic areas that sit at the heart of the Masterplan were addressed: urban design, sustainable economic development and access and movement.

- 4.3 A further stakeholder workshop was held in January 2012 with a focus on Major Land Use and Access and Movement issues. The event brought together a similar mix of stakeholders as the first event.
- 4.4 A public consultation on ‘Hemel Evolution....your town centre is evolving’ was held between 30<sup>th</sup> April and 25<sup>th</sup> May 2012. Two manned exhibitions were conducted in the Marlowes Shopping Centre and the adjacent Bank Court along the Marlowes on 3<sup>rd</sup> and 5<sup>th</sup> May, as part of this consultation. The event sought views from the public on a number of issues regarding different character zones.
- 4.5 The Masterplan has been developed and managed by the Council’s Strategic Planning and Regeneration Team. Working Groups have brought together existing knowledge and expertise across the Dacorum Borough Council, Herts County Council and the Town Centre Partnership and have overseen the development of three key strategies which underpin the Masterplan. These are a Retail and Major Land Use Study (Allies and Morrison Urban Practitioners), an Access and Movement Study (JMP consultants) and an Urban Design Strategy.
- 4.6 Other work has also been commissioned to help understand the historic significance of the Water Gardens, town centre heritage and the viability and phasing of the Masterplan.

**Masterplan Structure**

- 4.7 The following table sets out the structure of the Masterplan and the content of each chapter:

<b>Chapter</b>	<b>Chapter content</b>
1. Masterplan Context	This chapter sets out the broad context from which the Hemel Hempstead Town Centre Masterplan has been conceived and developed.
2. Hemel Today	This chapter considers how Hemel Hempstead town centre is currently performing in a range of key areas. It includes a SWOT analysis of the seven town centre Character Zones.
3. Regeneration Aims, Objectives and Principles	This chapter builds upon the analysis in the previous chapter setting out key regeneration objectives for the town centre and stating the principles that will underpin and guide its future transformation.
4. Town Centre Vision	This chapter provides the overall vision for the town centre through both a written statement and a Masterplan Diagram. Additionally, it details the three key strategies which form the basis of the Masterplan.
5. Character Zone Strategies	This chapter contains detailed strategies for individual Character Zones and is focused around specific sites, developments and improvements.
6. Viability and	This chapter considers the delivery aspects of the Masterplan. It



Phasing	sets out a strategy for delivery taking into account viability and phasing of key town centre proposals.
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### **Masterplan Aims**

- 4.8 The Local Planning Framework's Core Strategy sets out a vision for the town centre. This has been the starting point for the development of the Masterplan.
- 4.9 The Masterplan has been designed flexibly to facilitate regeneration of the town centre over the next 10 years through phased redevelopment of key sites. It aims to strengthen and diversify the town centre economy and create a quality environment that generates community pride.
- 4.10 The Masterplan proposes a significant level of change in Hemel Hempstead town centre of which there are a number of potential options for delivery of improvements and developments on key sites. As it is a long term and flexible document, the Masterplan will be delivered as a series of projects across a number of phases rather than as a single scheme.
- 4.11 The strategies underpinning the Masterplan have been designed with flexibility in mind so that regeneration can be delivered in a variety of economic and other circumstances.

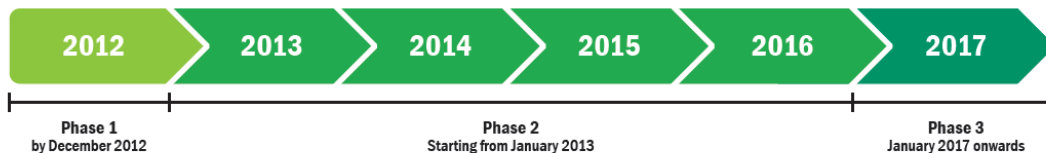
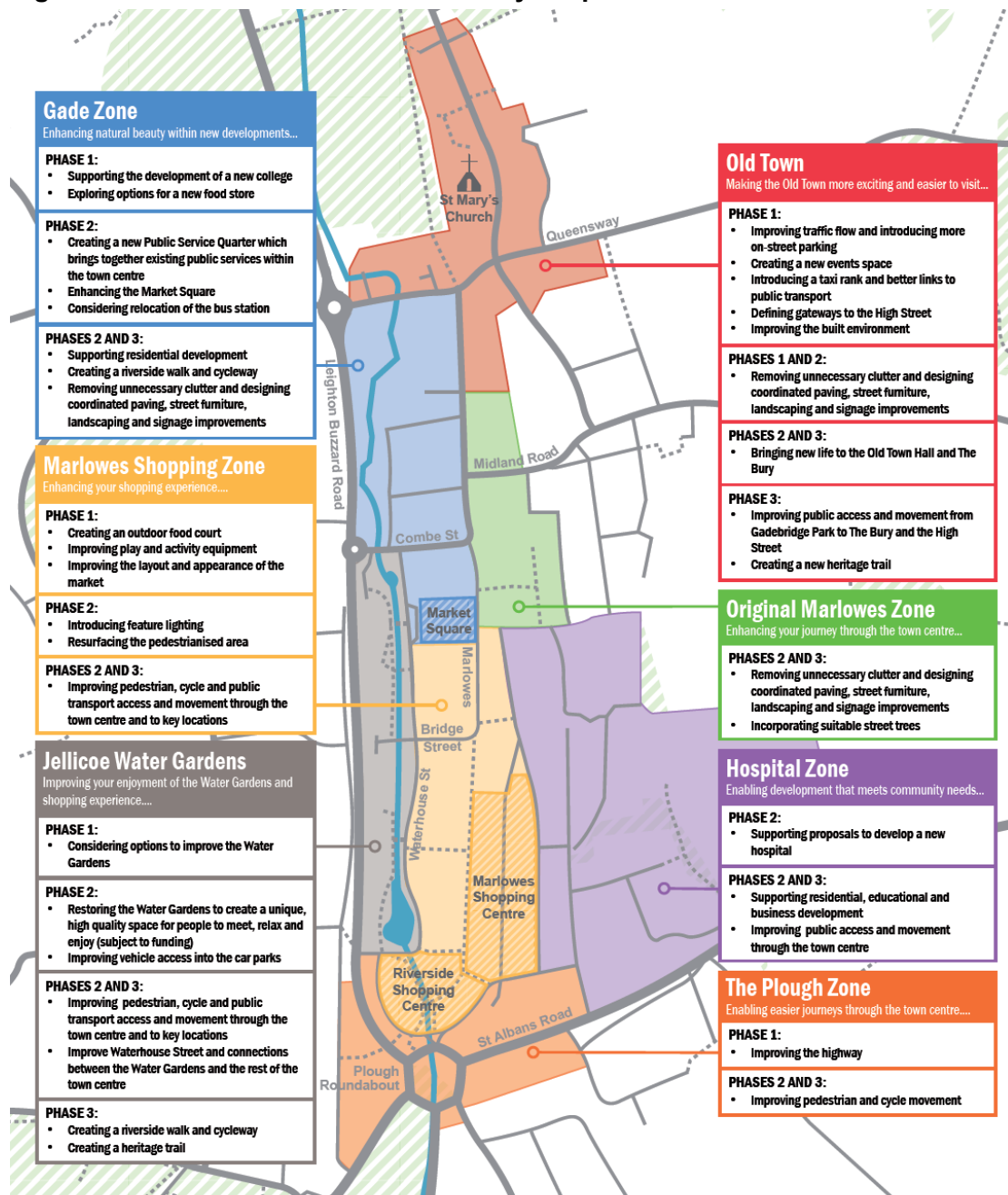
### **Supporting Strategies**

- 4.12 The Masterplan is underpinned by three key supporting strategies.
- 4.13 A Major Land Use Strategy was produced by Allied Morrison Urban Practitioners. This provides a framework for major land uses in Hemel Hempstead town centre, identifies major investment/development opportunities and provides advice on the scale of the opportunities and the locations considered suitable.
- 4.14 The Access and Movement Strategy was produced by JMP consultants. It seeks to balance the needs of all town centre users by promoting a permeable and easily navigable town centre that minimises conflicts between different modes of travel.
- 4.15 The Urban Design (and Heritage) Strategy element of the Masterplan has been developed in house and makes up a large part of Chapter 5. This strategy guides development across the town centre, and will help to support proposals to improve and restore aspects of town centre heritage. In particular it will be used to support Heritage Lottery Fund bids for the Water Gardens.

### **Key Proposals**

- 4.16 The supporting and existing strategies together with stakeholder/public consultation have helped to generate key proposals for each of the character zones in the town centre. Key proposals and timescales for delivery are set out in Figure 1.

Figure 1: Hemel Evolution Brochure: Key Proposals



### **Implementation and Phasing**

- 4.17 A Viability and Phasing Study was commissioned to consider how the Masterplan can be delivered. Allies Morrison Urban Practitioners and DTZ tested the viability of major proposals within the Masterplan and outlined potential options for delivery of them. The delivery advice focuses upon maximum flexibility and the importance of partnership working in bringing forward the development of key sites in a phased way.

### **Next Steps**

- 4.18 The Masterplan is expected to go to public consultation between August and September 2012 and scheduled to go back to cabinet in November subject to approval by Full Council in January 2013.
- 4.19 In the interests of progressing the necessary regeneration of the Town Centre, key proposals including the regeneration potential of the Civic Block and development of a new Public Sector Quarter (PSQ) and the delivery of town centre public realm improvements will run in parallel with the delivery of the Masterplan.

### **5.0 Jellicoe Water Gardens Parks for People Bid**

- 5.1 The Jellicoe Water Gardens is a Grade II Registered Park and Garden – the equivalent type of status afforded to open and landscaped areas as listing is to buildings of special architectural and historic interest.
- 5.2 In November 2011, Cabinet gave support in principle for a submission to the Heritage Lottery Fund Parks for People Programme to seek funding for the restoration of the Water Gardens.
- 5.3 HTA Landscape Design was subsequently commissioned to prepare the HLF Stage 1 Parks for People bid.
- 5.4 Parks for People offers grants for projects that regenerate designed public parks of national, regional or local heritage value. The application must demonstrate the following criteria:
- The community values the park as part of its heritage
  - The park meets local social, economic and environmental needs
  - The parks management actively involves local people.
  - Increasing the range of audiences
  - Conserving and improving the heritage
  - Increasing the range of volunteers
  - Improving skills and knowledge through learning and training
  - Improving management and maintenance
- 5.5 To support the bid, a consultation programme has been undertaken to demonstrate that the Gardens are valued by the community and to capture local people's views for its future. An exhibition celebrating the Water Garden's 50<sup>th</sup> anniversary formed part of the Hemel Evolution consultation event during May 2012, and questions on the Water Gardens were included within the accompanying survey. A short film featuring local people was made in the Water Gardens on 5<sup>th</sup> May to accompany the bid and for publicity

purposes. The views of stakeholders, agencies and officers were considered through a workshop and the proposals were presented to a member briefing. A further consultation event is planned prior to the bid submission, to give local people an opportunity to comment on the plans.

- 5.6 Parks for People has a two stage bidding process. At Stage 1, development funding can be awarded to assist the local authority to make a fully designed and costed application at Stage 2. Bidding is a competitive process and the submission needs to demonstrate value for money in terms of facilities, heritage value, community involvement, partnership working and a long term commitment to the sustainability of the Gardens as a heritage asset. An award can be capital and revenue, and up to £5 million.
- 5.7 The Heritage Lottery Fund would consider an application for 70% funding to be a competitive bid, but with a minimum of 15% from the local authority to demonstrate their commitment to the project. The remainder can come from other sources. Cabinet should note therefore that the likely maximum exposure of the Council would be 30% of the bid costs, but that proposals will be worked up as part of the Stage 2 process to seek funding from other sources including, where possible, s106 obligation receipts.
- 5.8 A successful application receives a full award, if rejected a bid may be resubmitted at a later date. From April 2013 a new Parks for People programme will be launched by the HLF, with amended criteria.
- 5.9 The Water Gardens Design Development Report - Draft, attached as Appendix 4, has been prepared to support the Stage 1 bid and includes a concept plan for the restoration proposals. The Stage 1 bid needs to be submitted by 31<sup>st</sup> August 2012 for a decision in December 2012.
- 5.10 A sensitive approach to restoration is advocated to reinstate Jellicoe's original vision, through the following key principles:
- The original structure will be repaired and restored;
  - Concrete structures (bridges, viewing platforms, edges) will be cleaned and repaired. Replacement will be considered where they are not salvable;
  - Connections to the town centre will be reinstated;
  - Key views will be reinstated through vegetation management and removal of trees and the islands in the southern lake;
  - Surfacing, edgings and furniture will be replaced with a more historically sensitive palette to achieve an aesthetic appropriate to the 1960's scheme;
  - Signage and furniture will be rationalised to reduce clutter;
  - Lighting will be replaced and enhanced;
  - Planting will be renewed and replaced where required to achieve the design aesthetic of the period. However, new proposals will be resilient to climate change and maintainable to ensure that they are sustainable;
  - Water quality will be enhanced and works to the channel carried out to improve flow without affecting the aesthetic of the canal; and
  - Marginal planting will be reintroduced where it is appropriate to the original design.

- 5.11 In addition to the restoration measures, a set of four main new interventions are proposed, including:
- The northern area, currently the play area and car park entrance, transformed into an open grassed area;
  - Green screen to the car park to soften the impact of the decked car park on Lover's Walk;
  - New community building facility inserted into the corner of the existing decked car park to act as a focus for community activity, increase use and provide toilets to enable visitors to stay in the Gardens for longer periods; and
  - Creation of a central hub at the formal flower gardens with a relocated play area, combined with a cafe concession and tables and chairs to increase and diversify use.
- 5.12 The new community building would act as a focus for community activity both within the Gardens and also for the wider town centre. A high quality design is proposed with a flexible internal space to maximise the types of usage. The building could also house new public toilets aiding the redevelopment of the Market Square. For the purposes of the bid, a revenue commitment has been estimated for the operation of the building. For the longer term, the facility could be leased to a suitable operator and the Heritage Lottery Fund has indicated that it would look favourably on a partnership with a social enterprise organisation.
- 5.13 Providing a new community facility in the Water Gardens north car park and relocating the play area to the Water Gardens south car park would result in a loss of 20 – 23 car parking spaces. A further eight spaces would be taken from the Moor End Road car park through the proposal to reinstate the formal ornamental gardens to their original extent. There is sufficient capacity in the upper decked car park to accommodate the displaced usage without a loss of income.
- 5.14 The bid will be supported by three further documents, an Audience Development Plan, Conservation Statement and Hydrology Assessment.
- 5.15 The Hydrology Assessment will provide technical support for the bid and consider the concerns of the Environment Agency relating to the European Water Framework Directive (WFD) legislation. Flood defence consent for the works will also be required from the Environment Agency. The WFD requires all river basins to achieve good ecological and chemical status by 2015. The River Gade is currently ranked as achieving 'moderate' status. In initial consultation, the Environment Agency has indicated that the scheme would not comply with the WFD, as the status of the river through the Gardens would not be improved and it would hinder their aspirations to restore the character of the River Gade to a 'chalk stream'. This view will be explored further with the Environment Agency.
- 5.16 The WFD applies to all UK Main Rivers, including the River Gade, however Article 4.7 of the WFD allows for exemptions and exceptions to be made under certain circumstances through a test procedure. The justification will be submitted to the Environment Agency focussing on the Water Gardens heritage value, registered status, community benefit and minimal intervention of works to the channel.

- 5.17 Article 4.7 requires offsite improvements to mitigate for non compliance to the WFD. One opportunity for these works is at Two Waters, where Dacorum Borough Council is investigating a partnership project with the Environment Agency and other stakeholders to improve a stretch of the River Gade with a view to submitting a Catchment Restoration Fund bid.
- 5.18 At Stage 1 an outline of the issues with the Environment Agency with a strategy for addressing them is sufficient however they will need to be resolved prior to submission at Stage 2.
- 5.19 The proposals for the Water Gardens are designed to demonstrate the HLF's requirements and to achieve Dacorum's aspirations for the Gardens to be a valued and vibrant community space, in keeping with its historical significance.
- 5.20 If the bid succeeds, delivery of the project will require an initial investment from Dacorum Borough Council towards the capital works and an ongoing commitment to maintain the Gardens to a high standard with community involvement.
- 5.21 To facilitate these aspects, the scheme proposes a two year part time Audience Development post during the bid development period. This role will be to support the development of the Friends group, involve the community and stakeholders in the development of the plans and develop links between the Water Gardens and other organisations, including local schools. Initial interest in the Friends group has been captured through the Hemel Evolution consultation event in May and a Jellicoe Water Gardens study day organised by the Garden History Society and Hertfordshire Garden Trust.
- 5.22 As part of the implementation of the capital works, a full time skilled gardener post would be created, dedicated to work in the Gardens. This would be a horticultural specialist who would ensure that high standards are delivered during the initial planting phase, be responsible for ongoing maintenance, supervise the Friends and community groups undertaking works in the Gardens, and provide training expertise. To increase the standards of maintenance in the Gardens, there may be a need for additional seasonal workers, but this will be fully assessed in relation to the Clean Safe and Green resource that is already deployed within the Gardens.
- 5.23 To demonstrate its commitment to training and learning opportunities, the bid proposes creating two apprentice places based in the Gardens, set in accordance with the Council's Apprenticeship Scheme and offering a level 2 diploma in work-based horticulture.
- 5.24 A capital bid of £3.5 million is proposed to the Heritage Lottery Fund to cover capital, revenue and development costs to December 2018. Of these costs, 70% will be sought from the Heritage Lottery Fund.
- 5.25 If the Jellicoe Water Gardens are successful through Stage 2, funding for the project will end in December 2018. Commitment will be required from Dacorum Borough Council to meet additional revenue costs for a skilled gardener, two apprentices, community engagement work and ongoing commitment to the new Community Building. Given the need to assemble both match funding and consider ongoing revenue commitments, further development of the project will need to consider how the works could be

scaled back if necessary, prior to stage 2. A relatively discrete element of the proposals that could be omitted from a Stage 2 submission would be the Community Building, which would save £0.5m on the overall bid (and up to £150K match funding from the Council) and at least £12,000 per annum ongoing revenue costs. Over the course of the next 12 months, Officers will investigate further how the match funding package can be assembled, how appropriate costs can be kept down as the detail of the project is worked up, and value for money delivered. Also, to address how ongoing management of the restored Water Gardens – and the resourcing of that – can best be provided.

- 5.26 Subject to approval by members, the Parks for People Stage 2 bid will be submitted by 31<sup>st</sup> August 2013, with notification of the result in December. Following further project development work the stage 2 bid would follow in August 2013 and if successful works would aim to start on site from summer 2014.
- 5.27 Funding for all project costs, additional revenue and community development work, can be sought through the bid for the period up to December 2018. After this date, the costs any ongoing posts (with the skilled gardener considered the most essential) would fall to Dacorum Borough Council, to fulfil the Heritage Lottery Fund's requirement for a long term commitment to high management and maintenance standards. Should the new community facility remain under Dacorum Borough Council's management, the related operational costs would also need to be considered. In total this additional annual commitment is estimated at circa £61,100 at 2012 rates.

### **A Sustainable Future for the Water Gardens**

- 5.28 By undertaking a HLF bid and identifying match funding, the Council will be helping to improve one of the largest and most important heritage assets in the town centre. This aspiration was strongly supported by the general public at the Hemel Evolution consultation event.
- 5.29 However, the HLF requires a high standard of maintenance over the grant period, including a ten year management plan and submission for a Green Flag award for a minimum of five years after the capital works are completed. This is in order to provide a sustainable restoration and maintenance plan for its long term future. It has also been recognised by Council Members at a recent briefing (25<sup>th</sup> June 2012) that the ongoing maintenance of the Water Gardens should be addressed.
- 5.30 The proposals include replanting throughout the Gardens and the restoration of the ornamental gardens opposite Bank Court. The planting design and species will be carefully selected to reflect Jellicoe's original aesthetic while providing a sustainable solution which is maintainable and resilient to climate change. Amongst the project outcomes required by the Heritage Lottery Fund are to improve skills and knowledge through learning and training and to increase the range of volunteers. As part of preparing the Stage 2 bid, opportunities for schools, colleges and learning organisations to use the Water Gardens for their activities will be explored. Similarly the Friends of the Water Gardens could develop ownership and be responsible for a planted area, guided by a full-time skilled gardener post. Building these links and promoting the active use of the Water Gardens as a community and learning resource will form part of the new community involvement role.

**Financial implications**

5.31 These are as follows:

Revenue costs

<b>Project</b>	<b>Budget</b>
1 x Full time skilled gardener to provide horticultural expertise added to the establishment from January 2019	£35,000 (Band 8)
1 x Part Time (15 hours per week) person to manage friends group from January 2017	£10,600 (Band 7-8)
Community involvement activities including the Friends group, annual commitment from January 2019	£3,500
Running costs of new community facility, excluding staffing costs (the operating costs for new public toilets are omitted as it is envisaged that the Market Square facility will close)	£12,000
<b>Total</b>	<b>£10,600 pa from Jan 2017</b>  <b>£61,100 pa from Jan 2019</b>

Match funding of Capital works

<b>Project</b>	<b>Budget</b>
Water Gardens HLF Parks for People bid – 30% match funding	£1,050,000
<b>Total</b>	<b>£1,050,000</b>



## Appendix 1

### **Hemel Hempstead Town Centre Masterplan 2012 Draft Report Public Realm Design Guide**

These documents can be viewed on the Dacorum Borough Council website/Council and Democracy/Committee Meetings/Cabinet by using the following links:

<http://www.dacorum.gov.uk/pdf/Cabinet%20-%202012-07-24%20-%20HHTC%20Regeneration%20-%20Water%20Gardens%20-%20Appendix%201%20-%20Masterplan.pdf>

<http://www.dacorum.gov.uk/pdf/Cabinet%20-%202012-07-24%20-%20HHTC%20Regeneration%20-%20Water%20Gardens%20-%20Appendix%201%20-%20Appendix%20-%20Public%20Realm%20Design%20Guide.pdf>

## Appendix 2

### **Sustainability Appraisal for the Hemel Hempstead Town Centre Masterplan Assessment of Masterplan**

These documents can be viewed on the Dacorum Borough Council website/Council and Democracy/Committee Meetings/Cabinet by using the following links:

<http://www.dacorum.gov.uk/pdf/Cabinet%20-%202012-07-24%20-%20HHTC%20Regeneration%20-%20Water%20Gardens%20-%20Appendix%202%20-%20Sustainability%20%20Appraisal.pdf>

<http://www.dacorum.gov.uk/pdf/Cabinet%20-%202012-07-24%20-%20HHTC%20Regeneration%20-%20Water%20Gardens%20-%20Appendix%202%20-%20Appendix%20A%20-%20Assessment.pdf>

### **Appendix 3**

#### **Consultation Statement for the Hemel Hempstead Town Centre Masterplan**

This document can be viewed on the Dacorum Borough Council website/Council and Democracy/Committee Meetings/Cabinet by using the following link:

<http://www.dacorum.gov.uk/pdf/Cabinet%20-%202012-07-24%20-%20HHTC%20Regeneration%20-%20Water%20Gardens%20-%20Appendix%203%20-%20Consultation%20Statement.pdf>

## **Appendix 4**

### **The Water Gardens Design Development Draft Report**

This document can be viewed on the Dacorum Borough Council website/Council and Democracy/Committee Meetings/Cabinet by using the following link:

<http://www.dacorum.gov.uk/pdf/Cabinet%20-%202012-07-24%20-%20HHTC%20Regeneration%20-%20Water%20Gardens%20-%20Appendix%204%20-%20Design%20%20Dev.pdf>