

**creating a new narrative
and ambassadors group
for Hemel Hempstead**

agenda

what's the project for?

what we did

what we found

themes

next steps

what's the project for?

this project is about ...

growing the HH economy

enhancing local prosperity

making HH more competitive

developing the HH narrative

getting the HH message out there

creating a wider model of place leadership

creating an income stream to promote HH

different thinking

what is Hemel Hempstead for?

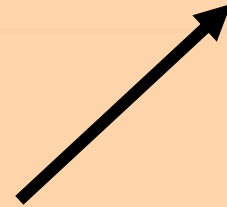
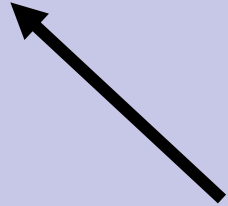
who is Hemel Hempstead for?

what's special about Hemel Hempstead?

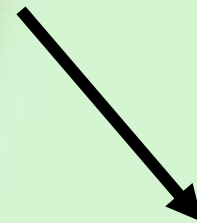
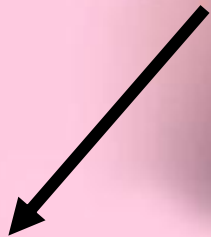
what is Hemel Hempstead's story?

products

environment



**place
narrative**



communications

behaviour

what we did

place engagement

one-to-one interviews

workshop

focus group

project steering group

key strategies and documents review

immersion

communications review

web trawl

what we found

place engagement views
(internal perceptions)

is Hemel Hempstead...

| is Hemel Hempstead... | Y | N | DK |
|-----------------------|-----|-----|-----|
| ambitious | 44% | 50% | 6% |
| dynamic | 28% | 72% | 0% |
| confident | 33% | 61% | 6% |
| good place to live | 67% | 22% | 11% |
| competitive | 44% | 44% | 11% |
| complacent | 33% | 67% | 0% |
| forward looking | 78% | 22% | 0% |
| a good night out | 11% | 89% | 0% |
| contemporary/modern | 6% | 94% | 0% |
| a good place to shop | 6% | 94% | 0% |
| good value (business) | 89% | 6% | 6% |

soulless

dull

slow

tired

lacking focus

car obsessed

untidy

bling

remote

incoherent

run down

confused

traditional

confused

competent

ambitious

flexible

well connected

has potential

changing

unpretentious

pragmatic

patched up

bi-polar

place engagement views (assets)

canal

water gardens

Snow Centre

villages

airports

magic roundabout

Old Town

motorways

Maylands

Chilterns

entrepreneurial

leisure/sports

Ashridge

development land

skills availability

Tring

rail link

XC

Berkhamsted

affordable housing

Harry Potter World

London

place engagement views

(challenges & what does it not do well)

limited promotion
town centre offer
by passed
low self esteem
train station

lacking identity
retail offer
no real heart (town)
meets basic 'needs'
night time economy

local transport
quality office space
dated buildings
talk itself up
disjointed
infrastructure

Watford
traffic volumes
broadband
unknown strategy
attracting profs

place engagement views
(the area as a business location)

location

workforce availability

airports

manufacturing history

London

more grow on support

connectivity

limited office space

big brands not used

high business rates

skills availability

place engagement views

(Dacorum)

organisational brand - Council
no resonance beyond residents
old fashioned
unknown
meaningless

place engagement views

(aspirations and opportunities)

town centre regeneration
attracting people from London
IT & research
an activity destination
improved image
embrace Watford

countryside
Harry Potter World
engage major brands
a full Maylands
Old Town
find its soul

place engagement views

(place of tomorrow)

strong business leader
professional
enthusiastic
engaging
vibrant

warm hearted
image conscious
people centric
smarter
better connected

stakeholder views (comments)

“it’s on the edge of the world”

“it offers the best of both worlds”

“it’s near London but it isn’t London”

“feels like a tired old place”

“easy and convenient”

“it’s an established community not a new town”

“Maylands; it’s just there, it’s a road”

“Dacorum is a made up name and means nothing”

“Dacorum is the Council’s badge and doesn’t relate to (my) place”

“the Council’s economic team are brilliant”

stakeholder views
(other places)

describe other places...

Luton

horrible
concrete
depressing
diverse
hats
football
airport
riot

St Albans

posh
professional
rich
historic
expensive
desirable
family
aspirational
commuters

Watford

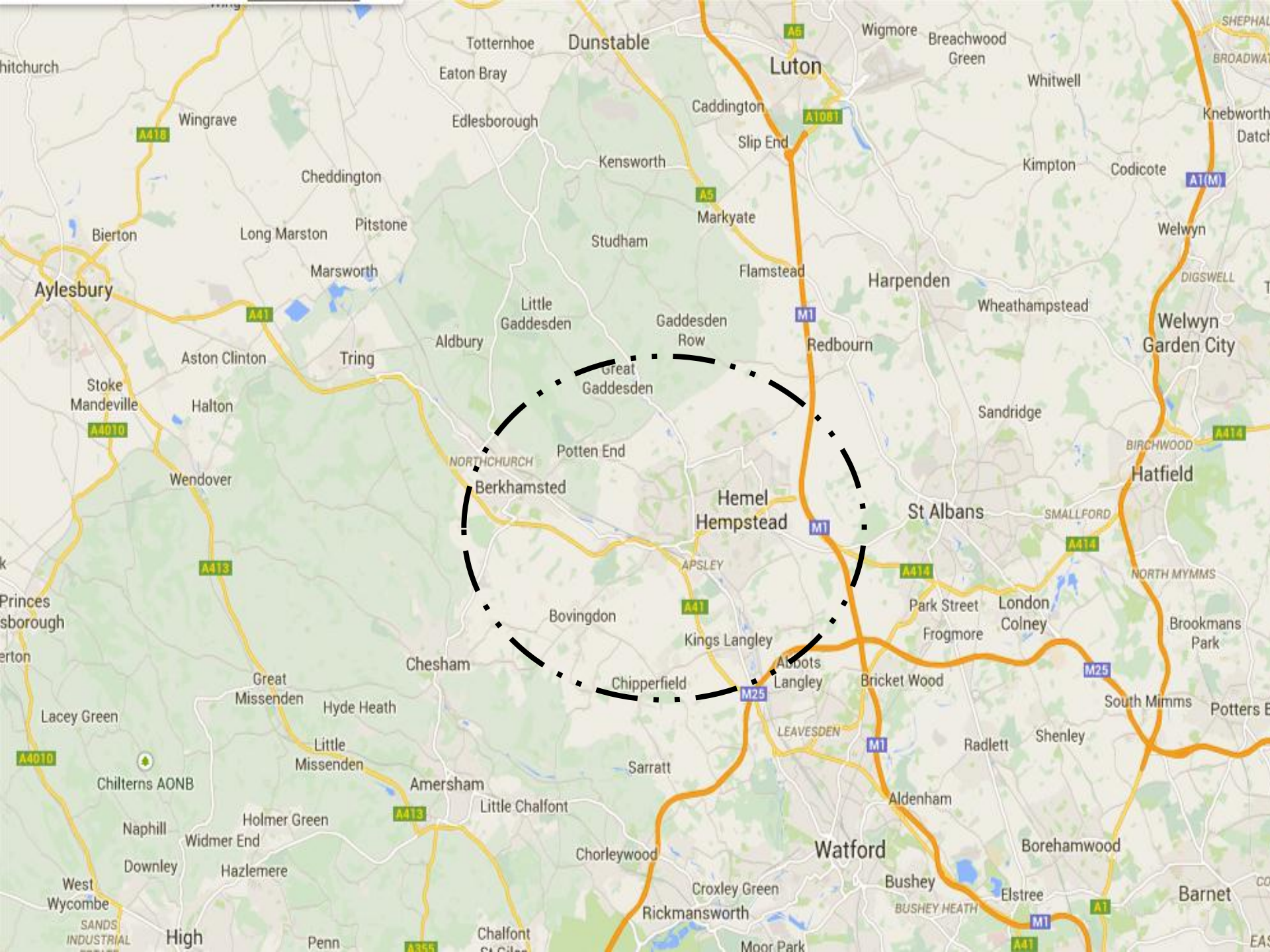
big
dynamic
growing
football
shopping
diverse
night life
tired
hospital

describe other places...

| Luton | St Albans | Watford | HH |
|--------------|------------------|----------------|--------------|
| horrible | posh | big | changing |
| concrete | professional | dynamic | unattractive |
| depressing | rich | growing | tired |
| diverse | historic | football | poor image |
| hats | expensive | shopping | down market |
| football | desirable | diverse | leisure |
| airport | family | night life | countryside |
| riot | aspirational | tired | London |
| | commuters | hospital | good schools |

stakeholder views (London connection)

great connectivity
good value
commuter town
leisure opportunity
slower pace of life
down market image
family links
affordable



A dashed black circle highlights a central region on the map, encompassing the following towns and areas:

- Berkhamsted
- Hemel Hempstead
- St Albans
- Great Gaddesden
- Potten End
- Chesham
- Chipperfield
- Abbots Langley
- Bricket Wood
- Leavesden
- Radlett
- Shenley
- Aldenham
- Borehamwood
- Watford
- Bushey
- Elstree
- Chorleywood
- Rickmansworth
- Moor Park
- Sarratt
- Little Chalfont
- Chorleywood
- Croxley Green
- Bushey Heath
- Elstree
- Chalfont St Giles
- Penn
- A355
- Chalfont St Giles
- Moor Park
- Elstree
- Bushey Heath
- Elstree
- Chalfont St Giles
- Penn
- A355

what's important?

Hemel Hempstead is the 'HERO'

- not Dacorum
- not Berkhamsted
- not Tring
- it's more than the town centre

Maylands

- massively undersold as an asset
- confused identity
- not part of HH
- branding
- navigability
- animation

‘retail realism’

- meets ‘needs’
- easy to access
- can’t compete with other places’ offer
- functional
- can be a pleasant experience
- animation, colour, vibrancy, personality

Council

- positive views
- economically focussed
- bigger role to promote place

industry meets countryside

- 2 key assets missing from current image
- industrial heritage & current strength
- green residential areas
- town centre layout
- fantastic & accessible countryside close by

night time economy

- increased promotion of the Old Town
- more choice needed
- town centre different market

themes for Hemel Hempstead

if Hemel Hempstead is to succeed what should be the key themes to focus on to change its image and drive its transformation?

what they are

differentiation

direction

strategic

'engine'

drive expression

influence experience

what they're not

marketing messages

literal

what the customer sees

M1

rail links

countryside

North/Midlands/London

internal infrastructure

car obsession

M25

4 airports

green spaces

themes

access all areas

Maylands

Industrial heritage

location

development land

grow on support

brands

connectivity

skills & workforce

business support

branding

quality of business stock
infrastructure investment
public transport
entrepreneurial spirit

themes

**centre of industry &
enterprise**

Snow Centre
villages
countryside
Ashridge
Paper Mill
Tring

XC
Old Town
Apsley marina
Chilterns
Whipsnade Zoo
Berkhamsted

football

cricket

Sportspace

Tring Park

National History Museum

basketball

Champneys

canal

Harry Potter World

themes

active & green

pace of life

QoL

improving town centre

contrasting places

affordable to desirable

complementary offers (Watford, MK, St Albans)

London

family amenities

meets needs

choice place to live

themes

living choice & value

themes

centre of industry & enterprise

active & green

access all areas

living choice & value

what happens next?

launch the HH narrative

launch HH Ambassador programme

potential audience 100+

those involved plus businesses

iconic venue

communicate activity plan