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Strategic Planning & Environment

Overview & Scrutiny

Agenda

TUESDAY 29 OCTOBER 2019 AT 7.30 PM

Conference Room 2 - The Forum

The Councillors listed below are requested to attend the above meeting, on the day and at the time and place stated, to consider the business set out in this agenda.

Membership

Councillor Barrett
Councillor Beauchamp
Councillor Birnie (Chairman)
Councillor P Hearn
Councillor Hobson
Councillor Ransley
Councillor Riddick

Councillor Rogers
Councillor Silwal (Vice-Chairman)
Councillor Stevens
Councillor Taylor
Councillor Timmis
Councillor Woolner

For further information, please contact Corporate and Democratic Support or 01442 228209

AGENDA

1. MINUTES

To agree the minutes of the previous meeting.

2. APOLOGIES FOR ABSENCE

To receive any apologies for absence.

3. DECLARATIONS OF INTEREST

To receive any declarations of interest.

4. PUBLIC PARTICIPATION

5. CONSIDERATION OF ANY MATTER REFERRED TO THE COMMITTEE IN RELATION TO CALL-IN

6. JOINT SOUTH WEST HERTS PLAN (Pages 3 - 7)

- 7. ECONOMIC DEVELOPMENT UPDATE (Pages 8 - 32)**
- 8. WORK PROGRAMME (Pages 33 - 35)**



Agenda Item 6

Report for:	Strategic Planning and Environment Overview and Scrutiny Committee
Date of meeting:	29 October 2019
Part:	1
If Part II, reason:	

Title of report:	South West Hertfordshire Joint Strategic Plan
Contact:	Cllr Graham Sutton, Portfolio Holder for Planning and Infrastructure Author/Responsible Officer: James Doe, Assistant Director – Planning, Development and Regeneration
Purpose of report:	To set out progress on the Joint Strategic Plan for South West Hertfordshire
Recommendations	That the report is noted.
Corporate objectives:	All Corporate Objectives are relevant with this annual review of service performance.
Implications:	<u>Financial</u> None arising from this report. Members will note that future funding of the JSP process may be dependent on financial input from the partner Councils, and/or further funding from Government.
'Value for money' implications	<u>Value for money</u> The JSP has been progressed so far with the award of external funding from MHCLG as well as contributions from the Local Plan budgets of each of the partner Councils.
Risk implications	The JSP programme has developed a Risk Register. This is updated monthly by the JSP Director.
Community Impact Assessment	Not applicable for this report.

Health and safety Implications	Not applicable for this report.
Consultees:	<p>Mark Gaynor, Corporate Director Housing and Regeneration</p> <p>Chris Taylor, Group Manager Strategic Planning and Regeneration</p> <p>Sara Whelan, Group Manager Development Management and Planning</p> <p>Chris Outtersides, Director, SW Herts Joint Strategic Plan</p>
Background papers:	<p>Report to Cabinet, 27 March 2018</p> <p>Dacorum Borough Local Development Scheme 2019</p>
Glossary of acronyms and any other abbreviations used in this report:	<p>JSP – Joint Strategic Plan</p> <p>MHCLG – Ministry of Housing, Communities and Local Government</p> <p>MMS – Multi-Modal (transport) Strategy</p> <p>SGLS – Strategic Growth Locations Study</p> <p>SWH – South West Herts; an abbreviation for the project partnership covering the Borough and District areas of Dacorum, Watford, Hertsmere, Three Rivers and St Albans, with Herts County Council a member of the partnership.</p>

Background

1. The South West Hertfordshire (SWH) Joint Strategic Plan (JSP) is a programme involving the five Borough and Districts on the western side of Hertfordshire, comprising Dacorum, Watford, Hertsmere, Three Rivers and St Albans, along with Hertfordshire County Council. Its aim is to produce a high-level or 'strategic' statutory development plan to guide the location and extent of growth within South West Hertfordshire to 2050.
2. SW Herts, along with most areas in the south east of England, faces considerable growth pressures into the future within the context of common factors such as significant pressures on local infrastructure, high housing prices, and environmental constraints including the Metropolitan Green Belt around London.
3. Each of the five Borough or District Councils is currently progressing Local Plans to deal with growth, development and infrastructure issues to 2036. Members will note that, in line with the Dacorum Borough Local Development Scheme of 2019, this Council intends to publish its draft Local Plan in May 2020. St Albans published its Local Plan earlier in 2019, which is scheduled

currently for Public Examination in January 2020. The other authorities' plans are in progress.

4. SW Herts as an area finds itself in the position of having common issues to deal with, and one where current Local Plan production is broadly in alignment. The key issue for the area is how to best plan for future development in the very long term.

The five Borough and District Councils, together with the County Council, have recognised that there is merit in considering a strategic plan for the area to consider how and where long term growth should be planned for, and to take a comprehensive view of how new infrastructure, to serve the whole area, could be provided. A strategic plan and vision for SW Herts could make a more compelling and credible case for infrastructure funding to Government and related funding agencies as opposed to acting on an individual basis.

5. With this in mind, the SW Herts area was successful in being awarded funding from Government through its then Planning Delivery Fund in January 2018. An award of £242,000 was made to begin preparation of a Joint Strategic Plan (JSP) for the area. Further background was set out in a report to Cabinet on 27 March 2018. This referred also to work carried out by POS Enterprises between the six authorities to set out proposals for next steps; and that a Memorandum of Understanding has been prepared between the partnership Councils.
6. There are other JSPs underway across the Country, recognising the benefits of taking a more strategic approach to manage growth into the future. Examples include the West of England, which covers Bath and North East Somerset, Bristol City, North Somerset, and South Gloucestershire. Others include West Sussex and Brighton, South Essex and Oxfordshire.
7. Members will note that the other districts and Boroughs in Hertfordshire have begun work on a 'North-East-Central' plan for that part of the County, but it is at an earlier stage than that for SW Herts.

Strategic Visioning

8. Whereas the JSP work will focus on the creation of a statutory development plan for SW Herts, high level visioning work has been carried out involving the Leaders and Chief Executives of the five Borough and District authorities, and the relevant Executive Member and senior officer input from the County Council. Support for funding this work has come from both the National and East of England Local Government Association.

Progress on the Joint Strategic Plan

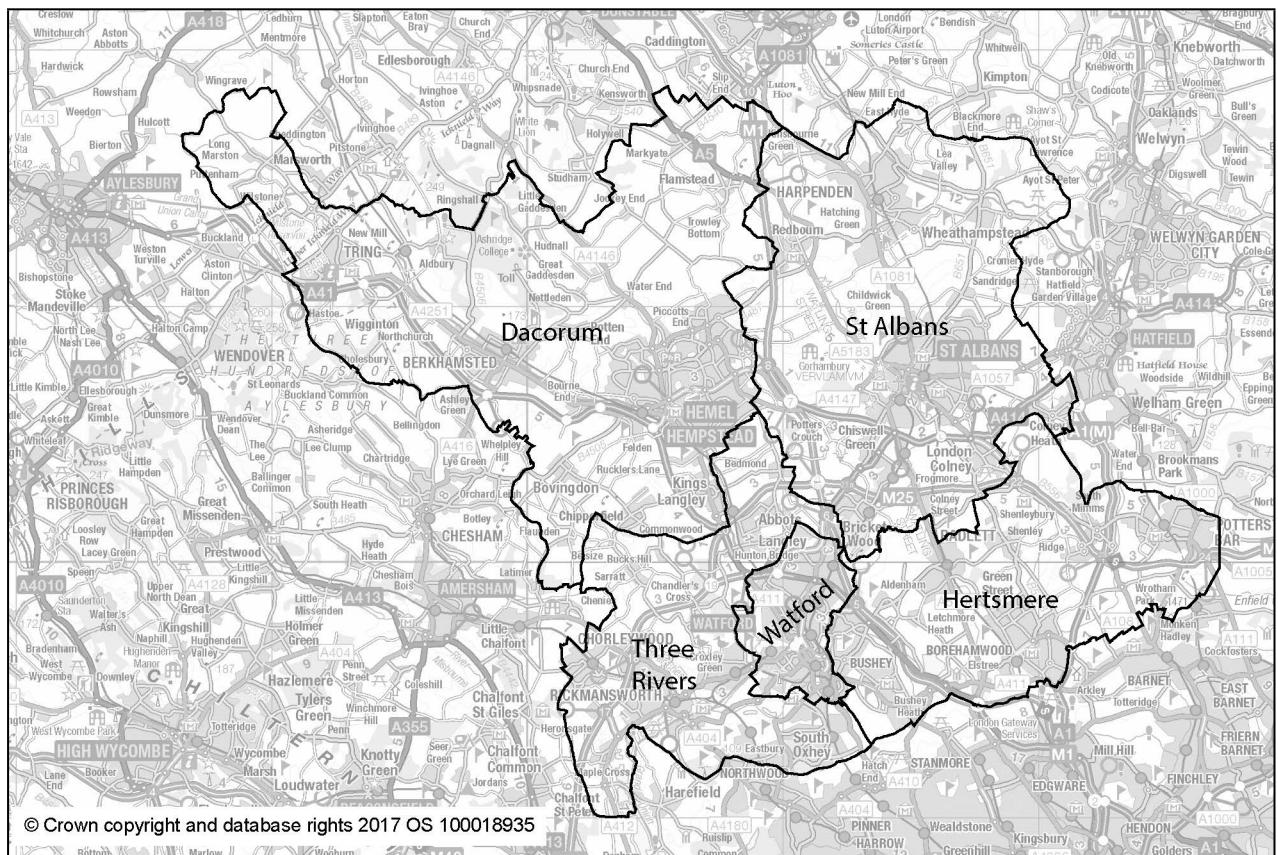
9. Joint working across the five-authority area is not new. For the past few years joint study work has been procured to inform each of the Local Plans, with the benefit of enabling a strategic picture to be formed across the area and offering cost savings for each authority. Examples of this include the Strategic Housing Market Assessment, the employment land study and the retail study.

10. Work began in earnest on the JSP in Spring 2018 following approval by the member Councils to proceed. Members will note that the JSP is also referred to in the Dacorum Local Development Scheme which was published in June 2019. The geographical area that the JSP will cover is set out in the map at Appendix 1.
11. Officers now meet monthly to steer progress on the JSP. Key achievements have been the appointment of a dedicated lead Director for the project, and the commissioning of two major pieces of research: one to look at strategic options for growth locations and the other to draft a sustainable transport strategy for the area.
12. The project Director is Mr Chris Outtersides, who was appointed in 2018 on a two year contract. Chris is a planning professional who has experience of the strategic planning arrangements through the North Essex Garden Communities programme.
13. In summer 2019, arrangements were put in place for the two major pieces of evidence work. The studies will underpin the preparation of the JSP, and will run concurrently and in association with each other.
14. The first, the Strategic Growth Locations Study (SGLS), will carry out a comprehensive review of options for potential development locations across SW Herts to 2050. David Lock Associates has been appointed to carry out this work for the Councils.
15. The second is the Multi Modal Study (MMS) to be prepared by Integrated Transport Planning (ITP). This will examine options for managing transport pressures across SW Herts on the basis of current and anticipated future needs together with the effect of new development, on the transport system. It will consider what aspects of transport management, and new infrastructure, will need to be put in place, with the focus being on sustainable transport and multi modal opportunities across the region. The development of the SGLS will be iterative depending on the emerging conclusions arising from the MMS.
16. Both pieces of work are due to conclude by spring 2020. Members should note that they will take the form of consultants' reports to inform decision making by the member Councils in the future. The reports will not constitute policy or a commitment to the preparation of a JSP

Next Steps

17. The future of the JSP process will particularly depend on the outcome of the SGLS and MMS work which will complete early next year. This work needs to progress to set out the options for future development, their impacts, and infrastructure needed across South West Herts
18. It is expected that, following the evaluation of options, the first major stage of the plan-making process will commence leading to a public consultation on Issues and Options under Regulation 18 of the Town and Country Planning (Local Planning) (England) Regulations 2012. Members should note that a programme and accompanying budget to support the preparation and adoption of the JSP has been prepared and is regularly reviewed by the programme officer group.

Appendix 1 – Map of the JSP Area



Agenda Item 7



Report for:	Strategic Planning and Environment Overview & Scrutiny Committee
Date of meeting:	29 October 2019
PART:	1
If Part II, reason:	

Title of report:	Economic Development Update – Enterprise & Investment (E&I)
Contact:	Cllr Graham Sutton - Portfolio Holder for Planning & Regeneration Author/Responsible Officers; Chris Taylor – Group Manager, Strategic Planning & Regeneration Lesley Crisp – Assistant Team Leader, Enterprise and Investment (E&I) Team, Strategic Planning & Regeneration Shalini Jayasinghe – Team Leader, Infrastructure & Economy, Strategic Planning & Regeneration
Purpose of report:	<ol style="list-style-type: none"> 1. To update members about the work carried out to support and develop the Economic Wellbeing of the Borough over the past year (April 2018-March 2019) 2. To update members on future work planned as per the E&I Action Plan (Annex A)
Recommendations	To scrutinise report and work plans as per E&I Action Plan (Annex A)
Corporate objectives:	The project supports the Corporate Vision and in particular the priority of 'Building strong and vibrant communities and ensuring economic growth and prosperity'.
Implications:	<u>Financial –</u> None arising for this report – work is carried out from established budgets <u>Value for Money –</u> The E&I service employs three full time and 4 part time posts. Two full time and 3 part time are externally funded through ERDF, Kylna Business Centre and the MBC, leaving one full

	<p>time and one part time funded by DBC.</p> <p>In addition, during 2018/19, we have continued to charge for many of the services we provide to businesses in order to reduce our cost to the Council and support a sustainable model.</p> <p>DBC were also able to secure an extension to the funding to support our businesses under 3 years via the ERDF funding programme up to December 2021 and also received full business sponsorship to run Dacorum's Den 2018.</p>
Community Impact Assessment	Completed and stored on H drive. Cabinet - Community Impact Assessment E&I team.doc
Health And Safety Implications	None in this report
Consultees:	MBC Operating Board (21 August 2019)
Background papers:	Annex B – E&I 2018-19 reporting stats
Historical background (<i>please give a brief background to this report to enable it to be considered in the right context</i>).	The report provides an Annual update on work carried out by the Council's Enterprise and Investment service to assist in the ongoing economic development of the Borough.
Glossary of acronyms and any other abbreviations used in this report:	<p><i>ED = Economic Development</i> <i>E&I = Enterprise and Investment</i> <i>HEDOG= Hertfordshire Economic Development Officers Group</i> <i>LEP = Local Enterprise Partnership</i> <i>MBC = Maylands Business Centre</i> <i>KBC = Kynna Business Centre</i> <i>HCCI = Hertfordshire Chamber of Commerce</i> <i>HBBA = Hemel Hempstead Business Ambassadors</i> <i>BID = Business Improvement District</i></p>

1. Background

The Enterprise & Investment team is committed to ensuring businesses of all sizes in Dacorum have access to relevant and high-quality support and assistance in order to make doing business in the borough as easy as possible. This, in turn, ensures businesses can grow to provide a balanced economy for our growing population.

Support services include free, personalised business advice, skills training workshops, networking, access to grant funding, recognition through awards, small business incubation centres and support for filming and tourism.

1.1 The E&I Team is working to deliver the aims of the current E&I Action Plan 2017-2020 (attached in Annex A) The plan is designed to have a positive impact on the economy and ensure businesses can grow to their full potential to provide a balanced economy for the growing population. Targets and measures have been put in place to monitor the work and its impact.

- 1.2 In 2018, the number of enterprises based in Dacorum totalled 7900, a similar figure to the previous year. Whilst 91.2% of all enterprises are Micro businesses (0-9 employees), the number of large businesses employing more than 250 people increased by 16.6%.
- 1.3 These business were responsible for £3.6 billion of Gross Value Added (GVA).
- 1.4 Dacorum's employment rate of 81.2% of the working population decreased by 2.5% on the previous year, a trend also seen across Hertfordshire and nationally. Dacorum's figure still compares favourably to the Hertfordshire average of 78.5% and national average of 75.1%.
- 1.5 There are 69,000 employee jobs in Dacorum, 69.6% of which are full time. The average Dacorum resident earns £670.80 per week and the average Dacorum worker earns £593.50 per week. 52.8% of Dacorum's employed residents are Managers, Professionals or Technical staff.
- 1.6 A wide range of industries and sectors are represented in the area, with the highest sectors by employee numbers being wholesale and retail trade; education and activities of head offices, management and consultancy services.
- 1.7 Focus areas include tourism, logistics, skills, retail, start-up and commercial businesses. The Enterprise & Investment team offers support to a wide range of businesses regardless of size or sector. This ensures that Dacorum can offer a mix of employment to its residents, particularly at a time when more people and businesses are relocating out of London due to high premises costs.
- 1.8 The team continues to work closely with start-up businesses and is continuing to deliver the Hertfordshire Start-Up programme, funded by ERDF, to ensure higher survival rates post 12 months of starting. Dacorum continues to outperform County and National 5-year new business survival rates at 47.7%. This is the second highest in the County just behind St Albans.
- 1.9 The E&I team produces an annual report measuring achievements against key targets, and detailing some of the non-measurable work we carry out. End of year reporting figures are attached as Annex B.

2. Maylands Land Development

- 2.1 Hertfordshire's Enterprise Zone was rebranded and launched to market as Hertfordshire IQ in Q1 2019. With a new website and full marketing support, Hertfordshire IQ is now positioned as a place for innovation to thrive with an ambition to become the UK's leading green tech business hub.
- 2.2 As part of Hertfordshire IQ, Prologis Park has continued to go from strength to strength, attracting five new occupiers, including three from the construction industry supply chain – a key target sector that will help deliver 8,000 new jobs.
- 2.3 Hertfordshire IQ will also form a commercial centre for Hemel Garden Communities, recently awarded Garden Town Status from Government,

helping create a great place for people to live, work and transforming Hemel Hempstead through transport and design to ensure the greatest value for the whole of Hemel Hempstead.

- 2.4 The project team is exploring ways to accelerate delivery of critical road infrastructure improvements, including a sustainable travel plan for Maylands and has consulted with Herts County Council and the LEP to appoint Go Travel Solutions consultancy to take this forward.
- 2.5 The Council's Kylna Court development opened in February 2019 with the Move On Business Centre opening in March 2019. Situated on the corner of Maylands Avenue and Wood Lane End, Kylna Court provides seventy-two affordable housing residential units and a Business Centre on its ground floor which will be a satellite of the Maylands Business Centre. Providing eight flexible 'move-on' serviced offices ranging from 300-700sq ft. for growing businesses, it comprises a mix of individual offices and allows tenants of the MBC and other businesses room to grow. It is managed alongside the MBC with part-time provision for a receptionist. All but one of the offices is already taken. Business can stay here for a maximum of 5 years.

3. Inward Investment

3.1 The Hemel Hempstead Business Ambassadors (HHBA)

Hemel Hempstead Business Ambassadors promotes Hemel Hempstead and the surrounding areas and strengthens the area's reputation as a prime choice for business.

HHBA continued to grow to a record total of approaching 100 members with a full and active programme of participation. It is now an independent company, limited by guarantee - HHBA Ltd. Gary Stringer, the place manager left in June and was replaced in July 2019 by Claire Furnell-Williams.

The E&I team will continue to work closely with HHBA over the coming year to attract new investment, top talent and create new jobs for the area.

3.2 Key Investments in 2018/2019

The total investment in the area was £267.15 million during 2018/2019. These include:

- 3.2.1** NTT Europe invested £170 million in data centre in the Hemel area.
- 3.2.2** Thrive Homes embarked on a £20m new homes building programme with Dacorum Borough Council
- 3.2.3** Work begins on the second phase extension of West Herts College, bringing a dedicated engineering facility to the Hemel Hempstead campus to a value of £16 million.

- 3.2.4** Oakman Homes have invested £14 million for the redevelopment of the RBS offices into housing.
- 3.2.5** A new rail crossing at Apsley, as part of the West Coast Mainline Infrastructure costing £8 million
- 3.2.6** Chancery Gate have invested £8 million into the Spring Park Trade Park
- 3.2.7** Biz Space have purchased Imex House have purchased for £7million and invested a further £1million into its refurbishment.
- 3.2.8** Tring Park School have invested £5.9 million into new boarding and teaching facilities.
- 3.2.9** £1 million invested into Gadebridge Splash Park by DBC.
- 3.2.10** There was significant investment from Everyone Active into leisure facilities in Tring totalling £1.8 million.
- 3.2.11** Herts IQ Enterprise Zone will facilitate the development of 3 million sq.ft. of commercial space over the next 10 years
- 3.2.12** Capital & Regional have developed £770 in Fareham House.

4. Retail and Tourism

4.1 Retail

The team works hard to ensure there is sufficient support for the businesses to ensure retail has a sustainable future. This is a difficult group to work with because of the transient nature of the sector.

- 4.2** Town centre events to encourage local residents into the area, including the Water Gardens Launch, Halloween, and the Christmas Light Switch-On have attracted many residents and visitors into the Town Centre.
- 4.3** The BID is now being actively managed and will work closely with the E&I team on events. A joint Christmas Light Switch-On with DBC, the BID, The Marlowes and Riverside is planned for Christmas 2019.
- 4.4** A new Aldi, Costa Coffee and McDonald's opened on Maylands Avenue in Autumn 2019.
- 4.5** After a difficult two years, it was felt that the Visit Herts tourism contract did not deliver what had been agreed, and the Visit Herts contract with DBC was reduced from £26,000 to £5,000 in April 2019, in line with the other Boroughs in Hertfordshire.
- 4.6** The E&I team developed and will manage a new tourism website which went live in April 2019. They are now working with Tring/Berkhamsted Living to ensure the website remains up to date. Events are also being kept current by linking to the DBC events website.

- 4.7** The latest 2019 figures commissioned by Visit Herts on the economic impact of tourism in Dacorum shows the value of the tourism industry to be £269M per annum, with 3.4M visitors.
- 4.8** Dacorum remains popular as a filming destination with 64 filming days including dramas by the BBC, ITV and Netflix. Filming on council owned or managed property produced an income of £14,455.

5. Working with businesses

- 5.1** The E&I team continues to concentrate on supporting our current business base to help them thrive and grow through a mixture of initiatives. The team tailors its business support to nurture growth and help to remove barriers that hinder businesses' development. Business support, advice and guidance are an integrated part of the team's service provision.
- 5.2** Over 300 1:1 business support meetings took place with a diverse range of businesses to enable them to make the most of business opportunities in the borough and assist with their ongoing development. For example, Dacorum's Den 2018 winner D-Lab have since been introduced by the E&I team to a number of local businesses and are now collaborating with Sopra Steria and West Herts College. They have also received advice on diversifying their activities to increase their income stream.
- 5.3** The MBC continues to be 100% occupied with a significant waiting list particularly for industrial units. Move On space for small businesses continues to be an issue and the team are working hard to retain these businesses in Dacorum after they move on. The information has also been fed into the local plan.
- 5.4** Kylna Business Centre, which opened in March 2019, has seven of the eight offices occupied and continues to support the growing businesses who are tenants at the centre.
- 5.5** The Dacorum Business Matters LinkedIn Group continues to grow with 694 members to date, representing an increase of 10.1% on the previous year. This online group facilitates the development of local connections and sharing of business news. It is supplemented by four face to face breakfast networking meetings annually that are well attended and received. On average, forty businesses attend each event with speakers on topics such as recruitment, networking better, social media, personal impact and Google marketing. Attendees value the opportunity to meet other small businesses, including those who are primarily home based, to share experiences, develop contacts and promote their business.
- 5.6** The Logistics Forum, established in April 2017, continues to meet regularly to discuss issues affecting the major logistics companies in the area. Topics have included future based solutions to transport challenges, sustainable transport, lorry parking and cyber security.
- 5.7** Maylands Business Centre were able to offer a temporary home to the management team of a local business affected by fire, enabling them to quickly recover their operations and continue to trade successfully with only minimal business interruption. They have now taken one wing on the first floor of the

Maylands Building and are continuing to grow successfully whilst they wait to find out whether their building is repairable.

- 5.8** Workshops continued to be well attended and included popular business packages such as Excel and Word, core business skills such as Finance & Marketing and soft skills e.g. presenting, management skills, ensuring the local business community have access to quality, low cost skills development.⁴⁹ courses were run for a total of 419 attendees generating an income of £3,499.
- 5.9** The Dacorum's Den initiative continues to grow from strength to strength, providing grants to small and start-up businesses who pitch their ideas to a panel made up of Mike Penning MP and local business sponsors. Between 2012-2018, £70,000 has been given to local businesses who have created 67 additional jobs as a direct result of their subsequent growth. This year's event was fully sponsored and attracted applications from thirty local businesses all hoping for the chance to be one of 10 to pitch their ideas to a panel of judges. Those who were successful were awarded up to £2000 investment as well as support and mentoring to help their business develop and grow.
- 5.10** The inaugural Dacorum's Business Heroes awards, created to acknowledge those businesses who go above and beyond for others, took place in July 2018 with categories including B2B, Environmental, Apprenticeships, Employment, Retail and Community. Fully sponsored by businesses in the area, its aim is to encourage businesses to support others. The second Business Heroes awards event will again be fully sponsored and enable us to continue to recognise the good work of our business community.

6. Working with Others

- 6.1** The team also works closely with the LEP and other partners through 1-2-1 meetings sharing best practice and HEDOG in order to ensure that we are well informed about issues and initiatives affecting business and able to contribute to discussion affecting economic development.
- 6.2** The European Regional Development Fund (ERDF) funding in partnership with WENTA and STANTA (Watford and St Albans enterprise agencies) came into being in June 2016 and has now been extended until December 2021. This programme is designed to provide a consistent support offer for businesses trading less than three years in Hertfordshire through business advice and mentoring, free training and the potential for start-up and growth grants. The target of this programme is to create new businesses in the area (trading over twelve months). Our support for small businesses in the borough helps them to establish, grow and succeed, contributing positively to the economy through job creation and income growth. Sixty six new start-ups and businesses under 3 years old signed up to the programme this year, creating fifty four new jobs as a direct result of ERDF support, 35% above the annual target figure.

7. Connectivity and Transport

- 7.1 The Department of Culture, Media and Sport (DCMS) published the Future Telecoms Infrastructure Review in 2018 and identified that in the coming decades, fixed and mobile networks will be the enabling infrastructure that drives economic growth. However, next generation Fibre to the Premise (FTTP) coverage is only 9.67% nationally, where we lag behind current world leaders

like South Korea (99%) and Japan (97%). Fibre to the Premise technology supersedes Superfast Broadband (speeds of up to 24 mbps) with a gigabit of connectivity (up to 1,000 mbps). These technologies have the potential to transform productivity, and to open up new business models.

- 7.2 Dacorum is significantly behind the national FTTP rate of 9.67% with a FTTP coverage of only 2.87%. Areas close by such as Milton Keynes are at the forefront of connectivity with a FTTP rate of 49.05% and Aylesbury Vale have a FTTP rate of 13.02%. Dacorum must remain competitive with regard to inward investment and retention of our existing businesses to ensure that our economy prospers.
- 7.3 DBC submitted a bid to Wave 3 of the Local Full Fibre Network Fund (LFFN) in December 2018 for £1.4 million funding to connect 49 DBC or HCC owned rural sites to FTTP, with the aim of expanding the FTTP network into areas that are not commercially viable to act as a catalyst for commercial investment. Although the bid was received favourably, it did not progress past the dialogue stage as DCMS considered the project to be in its infancy and suggested that Dacorum consider applying for the upcoming Rural Gigabit Connectivity wave of funding.
- 7.4 The LFFN bid work identified a number of things the Council can do to bring some of the content of the bid forward of our own accord, including: -

7.4.1 Local Plan

Work is currently underway to promote fibre to the premise and next generation access to new build premises within the Local Plan process. DBC submitted a response in December 2018 to the DCMS “New Build Developments: Delivering gigabit connectivity” consultation, looking at ways Building Regulations and the planning process can regulate better connectivity. A draft digital policy has been prepared for the new Local Plan and is currently under review.

7.4.2 Enabling social housing connectivity

DBC’s Housing team has already been engaging with the market to look at bringing forward fibre connectivity to some of our social housing stock. This could not only improve opportunities for health and wellbeing for residents but will also bring forward fibre connectivity in these areas.

7.4.3 Building Partnerships

As part of this work we are building partnerships at a County level to promote the importance of digital connectivity and its role in enhancing the economy.

7.4.4 Consider bidding for Rural Gigabit Connectivity wave of funding

In the feedback to our LFFN bid, DCMS suggested that we consider applying for the Rural Gigabit Connectivity wave of funding, subject to being able to commit to meeting the necessary objectives in terms of rural connectivity. The vast majority of the rural sites included in our expression of interest were schools managed by Herts County Council. To date we have been leading the way on promoting FTTP for HCC and would recommend that these conversations continue at a senior level, promoting this area of funding, in the hope that HCC pick this up as the responsible authority for the schools in question. There would also be value in promoting this to the SW Herts Joint Local Plan group.

- 7.4 Go Travel Solutions has been appointed as a consultant to explore sustainable transport options to connect the Maylands Business Park to the wider area and deliver the Maylands Area Wide Travel Plan, jointly funded by Dacorum Borough Council, Hertfordshire LEP, Hertfordshire County Council and St Albans District Council.
- 7.5 The contract commenced on 1 October 2019 with the aim of tackling congestion to and from the Maylands Business Park, including the Hertfordshire Innovation Quarter with its planned growth, and developing sustainable transport links, which will assist in the retention of a local workforce within our local economy.
- 7.5 This work is being done now to ensure that future employees and businesses have a robust and sustainable transport network to travel in and out of the area and businesses can operate in an efficient environment.

Enterprise & Investment Team

Action Plan

2017-20

Contents:

1. Foreword
2. Economic Profile of Dacorum
Summary of the research to underpin the plan highlighting the key strengths and opportunities for growth as well as looking at the key challenges ahead.
3. Focus and action areas
 - A. Strategic Economic Development
 - B. Promoting continued Growth in Dacorum
 - C. Enterprise and innovation
 - D. Skills for the future
 - E. Inward Investment
 - F. Communications

Foreword:

With the pressure for housing growth coming to Dacorum, we face many challenges over the next few years in maintaining a balanced local economy.

With increased residents comes the need to support growth in local employment, to ensure we can maintain Dacorum as a great place for people to live, work and enjoy.

There are many different areas of the council which have influence on local business and its success, the main ones are reflected in the diagram below, and all of these areas are focussed on working together to support our local business community and deliver the best services they can.

Dacorum is committed to developing a strong local economy supported by good transport links, good commercial spaces and access to a skilled work force.



This plan details the work to be carried out by the Dacorum Enterprise and investment team to deliver Economic Development through business care and retention and the promotion of inward investment.

Economic Profile/Strategic Context

Dacorum in Context

Location and Transport

The borough of Dacorum, home to main settlement Hemel Hempstead, is situated within Hertfordshire and is part of the wider Functional Economic Market Area (FEMA) of South West Hertfordshire.

The area is well connected to London, the rest of the country and internationally. The west coast mainline means London Euston is only half an hour away, making it easy to commute and with junctions on the M1 and M25 location is one of our main economic strengths.

Getting to the Midlands and North of England is as simple as going South which is appealing in terms of accessing customers and other suppliers. Dacorum also benefits from having London Heathrow, Gatwick, Luton and Stansted airports all within easy reach ensuring that it can act as a globally connected centre. The connectivity with the capital makes it effectively a part of the ‘London experience’ which is hugely attractive to investors and businesses as the borough expands.



Dacorum is within the Hertfordshire LEP M1/M25 Growth Area where Hemel Hempstead is identified as one of the largest towns with growth potential.

Population and Skills

Home to 151,400 people, with over 120,000 of these living in one of the three main settlements in the borough, Hemel Hempstead, Berkhamsted and Tring; Dacorum is the largest of the 10 boroughs by population which make up Hertfordshire.

In Dacorum, 41% of residents are qualified to NVQ 4 or above which whilst slightly lower than the Hertfordshire average at 42%, this is significantly higher than the East of England and National averages.

This means Dacorum can supply a highly skilled workforce to Employers, adding to our attraction as a location for business.

Economic Activity

The economic activity rate in Dacorum is, at 84.2%, higher than the Hertfordshire, East of England and national averages. Dacorum is characterised by a highly skilled resident population with very low levels of unemployment. Our economic strengths mean we provide employment opportunities beyond our boundaries, with the area being a large net importer of labour.

Employment and earnings

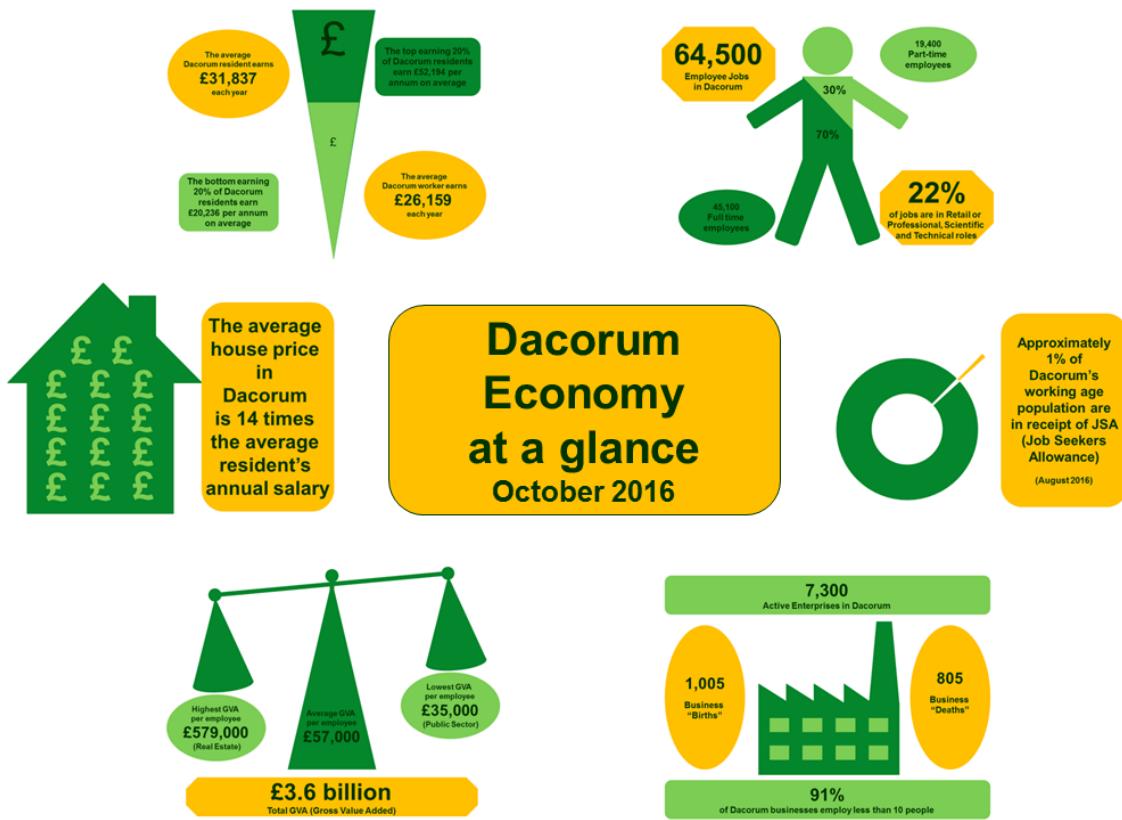
Dacorum records 64500 employee jobs (2015) which have increased by 13% in the last 5 years. This growth rate is slightly higher than the Hertfordshire average which stands at 12%.

The recent Economy study for SW Hertfordshire FEMA indicates strong levels of jobs growth is predicated for Dacorum up to 2031, however the area's ability to accommodate this may be constrained by a shortage of available and developable land and limited labour supply.

Conversely Dacorum has a very low JSA claimant count (May 2016) of 1.1% in line with Hertfordshire as a whole indicating that local labour supply will be difficult to maintain with high jobs growth unless there is a significant growth in population.

Whilst resident's earnings in the borough are high at an average of £602 per week, earning per workplace are 17% lower. This figure jumps to 25% lower for female full time workers.

This difference between resident and workplace earnings indicate that Dacorum residents are commuting out of the borough for higher paid employment.



Business demography

Dacorum has a healthy business base. With 7600 enterprises based here (2016 data). Dacorum is home to the Maylands Business Park in Hemel Hempstead, one of the largest business parks in the East of England.

The make up of our business base is predominantly micro and small businesses (98%) however we do have a slightly higher proportion of larger businesses (100 employees +) than to the Hertfordshire and Eastern regional averages.

Businesses such as Britvic, Northgate, Henkel, Sopra Steria and UTC Aerospace have all chosen to base their HQ's here. The area supports a broad range of industry types with particular strengths in Information and Communication, Professional Scientific and Technical sectors and Business administration and support services compared to neighbouring authorities, the East of England and nationally. The area does have a strong mix of businesses with no sector overly dominant leading to a strong diverse business base.

Dacorum excels in supporting business start ups with impressive business survival rates, higher than of Hertfordshire's average. This is the case for all situations when looking at 1, 2, 3, 4 and 5 year survival rates.

	Births	1-year per cent	2-year per cent	3-year per cent	4-year per cent	5-year per cent
Hertfordshire County	5745	92.5	76.1	61.8	50.7	44
Dacorum	745	94	81.2	65.8	53.7	47
Broxbourne	385	90.9	72.7	59.7	46.8	40.3
East Hertfordshire	820	92.1	77.4	61.6	50.6	43.3
Hertsmere	675	91.9	74.8	58.5	47.4	41.5
North Hertfordshire	610	92.6	74.6	62.3	50.8	45.1
St Albans	805	92.5	77.6	65.8	55.9	48.4
Stevenage	285	91.2	70.2	52.6	40.4	35.1
Three Rivers	445	92.1	73	59.6	50.6	43.8
Watford	470	93.6	75.5	61.7	51.1	45.7
Welwyn Hatfield	505	93.1	76.2	62.4	51.5	41.6

Retail in Dacorum

Retail is a major employment sector for all districts in Hertfordshire and Dacorum is no different with an estimate of 14, 000* job relating to retail in the borough. Town centres have seen many challenges over the last few years with the increase of online shopping and out of town retail parks and we are all aware of the changing face of the High Street. It is important that we support our retail sector to ensure that it has a sustainable future.

In the Grimsey report into High Streets 2013, they state

"What is required is a business approach to set out the vision, the objectives and plans to develop each area as a unique vibrant community hub with an economic blueprint."

In Hemel Hempstead, Dacorum have recently invested £30 million regenerating the Town Centre. During 2017 Dacorum Borough Council will work alongside Capital and Regional (a major town centre property owner) together with the retailers and town centre businesses to develop a Business Improvement District for Hemel Hempstead which will allow for a sustainable town centre action plan post 2017.

*NOMIS Employee Jobs figure for Dacorum in classification G : Wholesale and retail trade; repair of motor vehicles and motorcycles.

Tourism in Dacorum

The visitor economy is now worth £106bn a year to England, employing in excess of two million people and accounting for nearly 10% of the entire UK workforce.

Dacorum's visitor economy is worth £230m+ annually and supports almost 4,000 jobs. Since January 2013 Dacorum has had a dedicated tourism officer focusing on offering support to our visitor economy businesses. This has led to an active local tourism partnership who have benefited from support, advice and networking, resulting in an increase in the value of tourism in Dacorum of £30 million between 2012 and 2015.

To build on this work and widen the exposure of local partners to a more county, regional and national stage from April 2017, Dacorum Borough Council have sub contracted the delivery of the tourism service to Visit Herts, the county wide destination management service chosen by Hertfordshire County Council and LEP.

Employment space

With low levels of brownfield land and much of the borough being within the Greenbelt, there are severe limitations for future opportunities for employment growth in Dacorum. Coupled with large losses of office stock through permitted development, particularly in Hemel Hempstead town centre, the borough is currently constrained in terms of growth. Making the best use of what brownfield land we currently have as well as looking at increasing the density and quality of developments within the borough will be essential. During 2017 an employment Land Availability study is being carried out to assess current land supply and recommend courses of action in order to be able to meet the expected jobs growth from the SW Herts Economy study.

Dacorum Business Survey 2016

A business survey was carried out in the spring of 2016 to inform the development of this plan and ensure that the views of local businesses were fully accounted for.

The survey had over 200 local businesses respond, split across Dacorum, broadly representing the spread of businesses across the borough. The highest percentage of respondents was from businesses with less than 10 employees with 56.3% of respondents falling into this category. The remaining respondents were split across the different size bands.

The findings from the survey along with the information provided from our economic profile have been incorporated into this plan's focus areas.

Focus and Action areas.

A. Strategic Economic Development

Dacorum Borough Council has an essential part to play in planning and facilitating the ongoing development of Dacorum borough. Pressures for both housing and employment growth need to be understood and managed carefully in order to maintain a high quality environment for people to live and work.

Through the recent South West Herts Strategic Housing Assessment and the South West Herts Economy study, high growth figures are emerging for both homes and jobs.

The council needs to do what it can to facilitate this growth in a planned manner, using both the services and assets we hold to leverage new private investment. This needs to be planned and managed to ensure investment comes in the best way possible to deliver high quality homes and jobs to meet the local population's needs.

Recent changes in government legislation around Permitted Development (PD) rights have given land owners greater flexibility over the types of changes of use that are seen as permitted which adds to the increasing pressures on employment land supply. With employment B class planning uses no longer needing planning permissions to be converted to residential uses PD will continue to add increased pressure to the employment land supply in housing areas such as Dacorum where there is a large incentive for developers to pursue residential options.

Dacorum is not alone in facing this problem. Considered in the Functional Economic Market Area (FEMA) of South West Hertfordshire (consisting of Dacorum, Watford, Hertsmere, Three Rivers and St Albans), we will work closely with the other authorities within the FEMA and wider Hertfordshire area to jointly address our challenges and to seek a comprehensive and joined up solution.

Actions

Action	Target date	Impact	Lead officer
To deliver the Employment Land Availability Assessment for Dacorum	June 2017	Dacorum has sufficient land available to 2036 for planned employment growth. Part 1 completed	Lesley Crisp Chris Taylor
Build relationships with other district councils in our FEMA so seek commonality	Ongoing	Dacorum identifies and addresses cross FEMA barriers to growth for our businesses	Chris Taylor Lesley Crisp
Attend regular meetings with Hertfordshire LEP, HEDOG, the European officers group and Herts Vibrant Towns meetings	Ongoing	Shared best practice allows Dacorum's business community to benefit from local and regional knowledge.	Lesley Crisp (HEDOG - Pennie Rayner) (Vibrant Towns – Sue Pilgrim)
Work alongside CMS and Capital and Regional to develop HH BID	Vote in November 2018	Business Improvement District implemented focussing on increasing footfall and the economy in Hemel Hempstead Town Centre.	Chris Taylor Pennie Rayner (Complete)

B. Challenges of Growth in Dacorum

The two greatest challenges for growth in Dacorum are suitable land availability and supporting infrastructure. These are not things we can address alone or immediately. Being part of the LEP's priority M25/M1 growth area gives further weight to our needs and has already resulted in the proposed Enterprise Zone (to be incorporated April 2017) covering parts of Dacorum and St Albans.

As a council we will continue to work with our strategic partners in Hertfordshire County Council, other Hertfordshire local authorities, Hertfordshire Highways and the Hertfordshire

LEP to facilitate infrastructure improvements which will allow development to follow, unlocking Dacorum's potential.

Actions

Action	Target date	Impact	Lead Officer
To establish an Enterprise Zone status for the Gateway land in Maylands in partnership with Herts LEP and SADC	Completed	Business rates retention scheme established via the EZ to contribute to funding for Maylands road improvements	Chris Taylor/ Lesley Crisp
To work with SADC and Herts LEP to attract inward investment to the EZ	2017-2020	1000 New jobs created for local residents	Chris Taylor/ Lesley Crisp
Deliver 5 new light industrial incubation units at the Maylands Business Centre	Completed	Increased stock of incubation space. Supporting 5 new businesses every 3 years.	Chris Taylor/Lesley Crisp
Deliver move-on office space at the Heart of Maylands In partnership with Dacorum's Strategic Housing team	2019	Provide 3000 sqft of move on office space to support 40 jobs	Chris Taylor/ Lesley Crisp

C. Enterprise and Innovation

Councils can play a vital role in growing their local economies by promoting enterprise and developing business skills. Dacorum has a strong track record of support for its business community and this base will be built upon working alongside county wide support agencies as well as delivering local services.

Dacorum's Enterprise & Investment team are focussed on ensuring a fit for purpose care and retention package which is tailored to foster growth and assist in the removal of barriers for businesses to flourish.

In March 2016 we carried out a survey to assess what our business community felt about the area, the support available, the potential for growth and any barriers they foresee in order to help us form this Enterprise and Investment plan. We received over 200 responses from a representative mix of business from micro businesses right through to our largest employers.

Enterprise Support

Maylands Business Centre is owned and operated by DBC and provides a unique offer for start-up and growing businesses to take on their first commercial premises, with affordable rents and on-site support for a maximum of 3 years. The centre comprises a mixture of small offices and light industrial units. The model has been very successful in terms of business growth and job creation since it opened in 2011, and it has been running at full capacity since

June 2012. An extension is now underway to add a further 5 light industrial units to the centre in summer 2017. DBC are also looking at providing further move-on office space in the Heart of Maylands by the end of 2018.

All businesses and potential start-ups within the area have access to a Business Advisor for one to one support and advice free of charge. A small grants scheme, Dacorum's Den, is also operated annually, supported by the private sector, to give small businesses an opportunity to obtain grant funding to progress new products or services which will enable their businesses to grow.

DBC also pursue opportunities for external funding for enhanced business support services and have been successful recently with an ERDF programme for start-up support which will run from 2016 – 2019.

General Business Support / Care and Retention

Business Support incorporates numerous services aimed at growing and developing businesses to create a strong sustainable economy and more local jobs.

The Enterprise and Investment team facilitate a number of business partnerships (including the Town Centre Partnership and the Tourism Partnership) allowing business direct 2-way communication with the council as well as a one stop shop for direction to other relevant local business support services.

Networking , which is key to many businesses in terms of generating new relationships and leads, is also facilitated with opportunities organised by DBC such as the Linked in Group, Business Partnership meetings, Connect Dacorum and the Small Business Forum.

Better Business for All

'Better Business for All' is Hertfordshire regulators' response to reducing the burdens on business and aims to support growth by building stronger relationships between businesses, local regulators and other interested parties. The partnership, which has been endorsed by all of the county's local authority leaders, was formed in 2013 and includes representatives from both public and private sector.

DBC will work in accordance with the Herts LEP to ensure the collaboration is maintained and that Dacorum will be perfectly placed for business. Working this way will support a positive business environment helping businesses thorough the myriad of regulations, thus stimulating business growth.

Town Centre Events and promotion

The Team will continue to support and assist with events to be held in HHTC, as well as organising 2 annual DBC run events. These events will increase footfall into the shopping area and increase the profile and reputation for Hemel Hempstead as a great family place to visit.

Filming:

With 95 days of filming over during 2015/2016 bringing an estimated £5.8 million into the local economy, we will continue publicise our filming areas in order to raise awareness for the Borough and bring revenue into the area.

Actions

Action	Target date	Impact	Lead Officer
Maintain business contact through attending local networking, business meetings, online conversations and other business events	Ongoing	Increased contacts list for communications and increased take up of services. Target 300+ business interactions per annum. 100 new contacts per annum	Lesley Crisp Pennie Rayner Mary Jeffery
Look at new services to add to current business support offer	March 2019	To reach more businesses and enable further growth	All
Hold an annual business event showcasing our support services (Dacorum Business Heroes)	Annual	Increased awareness of the support available to business. Target 200 businesses involved in the event.	Lesley Crisp Pennie Rayner Mary Jeffery
Deliver the ERDF start-up programme	2017-2018	To provide a county wide standard support programme for new and start-up businesses to increase survival rates. 40 jobs created	Lesley Crisp Mary Jeffery Liz Dand
Produce a social media and marketing strategy to publicise the ED offer to reach a wider audience inc home workers.	Sept 2018	Informed business community, increased service take up.	Mary Jeffery
Deliver an annual Dacorum's Den grant programme	Annually (2017 completed)	Funding supports business growth and creates jobs - supporting up to 10 businesses per year with funding and supporting all applicants.	Pennie Rayner
Create, deliver and analyse a business survey	December 2017	To shape work of ED team moving forward and ensure it remains relevant to the business needs	Pennie Rayner
Manage the MBC to maintain 95% occupancy	Ongoing	To maintain services at MBC	Lesley Crisp
Implement a logistics forum for Maylands Business Park	Launched April 2017	Local logistics companies working together to solve local road traffic issues. 10 large businesses supported.	Chris Taylor/Lesley Crisp
Develop and grow the logistics forum for Maylands Business Park	March 2018	Members grown to 15. Short and medium term solutions found	Chris Taylor/Lesley Crisp
Manage the Tourism contract with Visit Herts	2017-2020	Increase in the value and volume of tourism in Dacorum by £25 million	(Lesley Crisp) Pennie Rayner

Work in partnership with BID and other stakeholders to promote a vibrant Town Centre.	Ongoing	Enhanced image of HHTC with increased footfall and reduce vacancy rates. Specific outcomes as per strategy.	Sue Pilgrim
HH Market post February 2019	February 2019	To agree requirements for a market in HH town centre going forwards and tender as appropriate.	Chris Taylor Pennie Rayner
Manage current HH market contract	August 2017	Agree a one year extension to current market contract	Pennie Rayner (complete)
Work alongside Creative England to promote Dacorum as a film friendly location	Ongoing	Year on year increase in filming days (latest data to the end of March 2016 – 95)	Sue Pilgrim
HH Performance Monitoring & Evaluation. Look at funding	Ongoing	Review the performance of HHTC through car parking, footfall information and vacancy rates.	Sue Pilgrim (on hold pending Marlowes work)
Ensure ongoing operation of White Screen and look for long term solution	Ongoing	To maintain service through the big screen	Sue Pilgrim (complete)
Produce bi-monthly e-newsletters for Dacorum's businesses	Ongoing	Informed business community (reaching C2500 email addresses)	Sue Pilgrim
Deliver Halloween and Christmas events and other ad hoc events as required	Annually	10,000+ residents attend, increased footfall to old town and HH town centre	Sue Pilgrim

D. Skills for the Future

The Hertfordshire LEP skills strategy looks at skills shortages across the county and seeks to ensure this does not become a limiting factor to business growth. Dacorum Borough Council work with the LEP to deliver this in the local area.

Skills are an essential and key driver in local economic growth. Therefore ensuring that our residents have the correct skills to meet local business needs, and that through our schools and colleges we can create a pipeline of future talent, is paramount to the areas future success.

Current goals are:

- Develop our Future Workforce to meet the skills need for the local area.
- Maintain low employment rates in Dacorum
- Skills support for SMEs through subsidised workshops that meet the local need (data from skills survey 2017)

Actions

Action	Target date	Impact	Lead Officer

Work with West Herts College to ensure Dacorum's businesses are informed on national skills incentives	Ongoing	50+ businesses per annum educated about apprenticeships.	Sue Pilgrim Lesley Crisp
Analyse workshops evaluation sheets from past 12 mths to determine next year's schedules.	October 2018	To ensure ongoing workshops remain relevant to the business community	Mary Jeffery
Ensure West Herts College and Skillmakers work effectively in our area	Ongoing	To provide relevant courses and information for the local business community	Mary Jeffery
Deliver local relevant and affordable training	Monthly	24 workshops per annum delivered to up skill Dacorum's workforce	Pennie Rayner Lesley Crisp
Meet termly with Dacorum Secondary School careers advisors and Youth Connexions.	3 times per annum	Linking schools with the local business community to raise awareness of business requirements from future workforce	Cindy Withey

E. Inward investment

Dacorum's ability to attract good employers and ensure they remain within the borough, providing long-term appropriately skilled employment for local people, will affect sustainability in the local economy.

In order to do this, the right business support and accommodation needs to be available. Dacorum has historically been successful in securing a number of major employers from across a range of business sectors, and in nurturing and growing a strong SME base. However recent evidence has suggested there has been a decline in the quantity of commercial and industrial space in Dacorum, a trend which is replicated throughout Hertfordshire. This could affect the town's ability to compete to attract good employers in the future, despite its locational strengths.

Once businesses are located in the borough, the right environment needs to be created to promote and support growth, in order that they remain in Dacorum and provide long-term employment.

The council needs to focus more on attracting high tech businesses to the area, to balance out the recent influx of logistics jobs. This process will be helped by the creation of the "Envirotech" Enterprise Zone encompassing the Maylands Gateway, and the work being undertaken by the Hemel Hempstead Business Ambassadors and the Enterprise & Investment team to attract inward investment into the area.

Ambassadors:

Hemel Hempstead Business Ambassadors is an innovative new scheme that will see direct investment in the local economy from local businesses and stakeholders in order to build and strengthen the reputation of the area as the prime choice for business.

The HHBA scheme recognises that our businesses lead the way in shaping the future of Hemel Hempstead's on-going success.

By creating a group of economic champions for Hemel Hempstead, the scheme brings together the knowledge, networks and influence of businesses, organisations and individuals

as a powerful force to influence the place shaping of Hemel Hempstead, in order to compete, attract investment, business and visitors to create a more successful economy for the benefit of everyone.

By getting Hemel Hempstead thought about and talked about, we will ensure we are 'on the map' for all the right reasons.

Actions:

Action	Target date	Impact	Lead Officer
Attend regular Hemel Hempstead Business Ambassadors meetings and events	Ongoing	Ensure the HHBAs work dovetails to that of the E&I team, to maximise output.	Chris Taylor
Continue to develop the Ambassador scheme to fully viable financially	Viable by 2018	Board engaged and driving the organisation Organisation is financially viable and sustainable	Chris Taylor Gary Stringer
Increase membership by 2 new members per month with an emphasis on larger businesses	24 per year	Ensure the viability of the Ambassadors business plan	Gary Stringer
Work with HHBA scheme to measure value of investment into Dacorum	Total figure produced annually with evidence	£150million + per annum	Gary Stringer
Deliver at least six bi monthly events and maintain attendance	6 events 50 attendees	Ensure the Ambassadors are providing relevant and engaging meetings that business wants to attend	Gary Stringer
Maintain database of business contacts to continue to sell membership to high profile business in Dacorum	Contact Database prepared and maintained	Keep records of target members and contacts or approaches made and to signpost areas of business that would be an asset to the organisation	Gary Stringer
Maintain membership of the scheme to 90% (reducing drop out as much as possible) and carry out customer analysis to ensure organisation delivers what members require	Customer survey December 2017 – Jan 18	Ensure high retention to the scheme and keep the business plan relevant to members and current issues	Gary Stringer

F. Communications

In order to help the maximum number of companies and to support local supply chains it is vital that we reach as many businesses as possible. One of the key objectives of the E&I team is to improve our engagement with our businesses. Good quality engagement will increase people's understanding of the services the team provides, so that those who need our services can access them. It will also improve customer satisfaction with the council, by ensuring that services meet the needs of businesses to help shape the decisions that affect them.

Recent years have seen big changes in the way that DBC communicates. Social Media, our website and blogging have all come into common use and it is important that the team and the council maintain a communications service that is relevant to audiences across the borough.

We must continue to investigate new potential opportunities that these developments provide and where appropriate make use of them.

Actions

Action	Target date	Impact	Lead Officer
Social media campaign to communicate with home workers	March 2019	30 new micro business contacts	Mary Jeffery Pennie Rayner
Business visits	Ongoing	300 businesses interactions per annum across sectors 60 in depth business support meetings	Lesley Crisp Pennie Rayner Mary Jeffery
Produce bi-monthly e-newsletters for Dacorum's businesses	Ongoing	Minimum of 6 newsletters per annum to C2500 email addresses	Sue Pilgrim (Content from Mary Jeffery and Pennie Rayner)
Maintain informative web pages regarding our services	Ongoing	Correct information reaches our audience. 100 +enquiries through the business@ email address	Sue Pilgrim (DBC) All (MBC)

Glossary of Terms;

BID	Business Improvement District
CMS	Central management Solutions – Consultancy company supporting the establishment of a BID in Hemel Hempstead
DBC	Dacorum Borough Council
ERDF	European Regional Development Fund
EZ	Enterprise Zone
FEMA	Functional Economic Market Area
HEDOG	Hertfordshire Economic Development Officers Group
HH	Hemel Hempstead
HHBA	Hemel Hempstead Business Ambassadors
JSA	Job Seekers Allowance
LEP	Local Enterprise Partnership
MIPIM	Property trade Show
SADC	St Albans District Council

Quarterly Statistics 2018-2019	Quarter 1	Quarter 2	Quarter 3	Quarter 4	YTD Total	Yearly Target
MBC Website Hits	781	712	715	715	2923	3600
Commercial Premises Enquiries (property searches)	5	1	0	2	8	
Jobs into the Borough (Net)	n/a	209	150	28	387	500
New Businesses visited	44	23	37	44	148	100
Account Management Business Visits	49	27	57	78	211	200
HHBA Members	2 new(60 in total)	3 new	3 new	1 new		
HHBA Income	£1000 (new)	£3000 (new)	£2000 (new)	00 + £27000 renew	£68,000	£60,000
Filming Days	25	19	11	7	62	
MBC Occupancy	100%	100%	100%	100%	100%	95%
Unit Waiting List	26	26	30	33		
Office Waiting List	22	24 (+7)	23 (+7)	18 (1)		
No. of DBC Events Held	6	6	3	3	18	15
No. of Attendees ALL	187	184	149	80		
No of training courses held	14	9	8	18	49	24
Training course attendees	105	81	69	164	419	
Training course income	£5,310	£4,515	£4,125	£8,456.50		
Training course profit	£72.50	£465	£1,285	£1,676.50		
JSA Claimants (Ave)	804 (1.1%)	1,015 (1.1%)**	955 (1.0%)**	1,210 (1.3%)**		
ERDF programme jobs created	21	9	10	14	54	40
HHTC footfall figures *	n/a	n/a	n/a	n/a		
HHTC vacancy Rates	13.2%	13.8%	12.0%	13.4%		
Network Events Attended by E&I team	23	14	11	15	63	40
Enjoy Dacorum Website Hits	756	2096	1091	820		
New tourism Businesses visited	4	2	4	1		
Account Management Business Visits	7	11	7	4		
Enjoy Dacorum Partnership meeting attendees	n/a	21	n/a	26		
Network Events Attended by Enjoy Dacorum	3	10	4	1		
Enjoy Dacorum Partnership New Businesses joined	2	5	4	0		
Enjoy Dacorum Partnership Existing Businesses re-engaged	3	6	3	2		

* Footfall figures not being collected for 2018/19

** Data set now based on Universal Credit - therefore includes a broader span of claimants who are required to look for work.

N.B. Kylna waiting list for Q4 - business is not yet ready to move

Agenda Item 8

Clerk: Sharon Burr

Strategic Planning and Environment Overview & Scrutiny Committee: Work Programme 2019-2020

Scrutiny making a positive difference: Member led and independent, Overview & Scrutiny Committee promote service improvements, influence policy development & hold Executive to account for the benefit of the Community of Dacorum.

Meeting Date	Report Deadline	Items	Contact Details	Background information
19 Nov 19	11 th Nov 19	Budget Monitoring Q2	Group Manager for Financial Services Fiona.jump@dacorum.gov.uk Assistant Director for Finance and Resources Nigel.howcutt@dacorum.gov.uk	To review and scrutinise quarterly performance
		Environmental Services Q2 Performance Report	Group Manager for Environmental Services craig.thorpe@dacorum.gov.uk Assistant Director for Neighbourhood Delivery david.austin@dacorum.gov.uk	To review and scrutinise quarterly performance
		Environmental and Community Protection Q2 Performance Report	Group Manager for Environmental and Community Protection Emma.walker@dacorum.gov.uk Assistant Director for Neighbourhood Delivery david.austin@dacorum.gov.uk	To review and scrutinise quarterly performance
		Planning, Development and Regeneration Q2 Performance Report	Assistant Director for Planning, Development & Regeneration james.doe@dacorum.gov.uk	To review and scrutinise quarterly performance
		Health and Safety	Assistant Director for Neighbourhood Delivery david.austin@dacorum.gov.uk	To update and seek views on progress relating to Health and Safety including new policies.
		Commercial Waste	Group Manager for Environmental Services craig.thorpe@dacorum.gov.uk	To update and seek views on the operation of the commercial waste service including further opportunities for recycling.
3 Dec 19	25 Nov 19	*****		

		Joint Budget 2019-2020 <i>Ideally no further items to be added</i> *****		
28 Jan 20	20 Jan 20	Draft Local Plan	Assistant Director for Planning, Development & Regeneration james.doe@dacorum.gov.uk	
		Hemel Garden Town	Assistant Director for Planning, Development & Regeneration james.doe@dacorum.gov.uk	
4 Feb 20	27 Jan 20	***** Joint Budget 2020-2021 <i>Ideally no further items to be added</i> *****		
17 March 20	09 March 20	Budget Monitoring Q3	Group Manager for Financial Services Fiona.jump@dacorum.gov.uk Assistant Director for Finance and Resources Nigel.howcutt@dacorum.gov.uk	<i>To review and scrutinise quarterly performance</i>
		Environmental Services Q3 Performance Report	Group Manager for Environmental Services craig.thorpe@dacorum.gov.uk Assistant Director for Neighbourhood Delivery david.austin@dacorum.gov.uk	<i>To review and scrutinise quarterly performance</i>
		Environmental and Community Protection Q3 Performance Report	Group Manager for Environmental and Community Protection Emma.walker@dacorum.gov.uk Assistant Director for Neighbourhood Delivery david.austin@dacorum.gov.uk	<i>To review and scrutinise quarterly performance</i>
		Planning, Development and Regeneration Q3 Performance Report	Assistant Director for Planning, Development & Regeneration james.doe@dacorum.gov.uk	<i>To review and scrutinise quarterly performance</i>
		Local Enforcement Plan	Assistant Director for Planning, Development & Regeneration james.doe@dacorum.gov.uk	
		Management of Developer Contributions	Assistant Director for Planning, Development & Regeneration james.doe@dacorum.gov.uk	
		Environmental Services Annual Review	Group Manager for Environmental Services craig.thorpe@dacorum.gov.uk	<i>To provide Committee with an update on initiatives in this area.</i>

	Environmental Enforcement	Group Manager for Environmental and Community Protection Emma.walker@dacorum.gov.uk	<i>To seek views on progress relating to environmental enforcement including flytipping.</i>
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Future items:

- Local Plan
- Water Gardens post project review (part 1 and 2) James Doe
- Building Control (Part 2)
- Planning Performance Agreement Service
- Tree Policy and Implementation
- The Bury Museum