

# Hemel Hempstead Town Centre Pavement Strategy



Town Centre Management  
Strategic Planning & Regeneration  
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## 1.0 Introduction

Dacorum Borough Council have invested £30 million in the regeneration of Hemel Hempstead Town Centre as part of the Hemel Evolution programme which aims to transform the town centre, making it a more attractive and welcoming place to shop and visit.

This strategy will compliment and expand on the Hemel Evolution programme, encouraging a vibrant and welcoming atmosphere in the town centre. By making use of the outside space around the town centre, we will be encouraging a sense of community and vibrancy where visitors want to spend time, thus increasing both footfall and dwell time leading to a successful town centre.

For more information on the Hemel Evolution programme please visit [www.dacorum.gov.uk/hemelevolution](http://www.dacorum.gov.uk/hemelevolution).

## 2.0 Pavement Licence

Street Cafés are a fashionable part of town centre life, adding to the general atmosphere and offering a popular service to residents and visitors alike. Dacorum Borough Council is keen to encourage the development of good quality, properly designed areas of outside seating and borders which contribute to the mood and environment of Hemel Hempstead Town Centre.

By promoting a café culture, where visitors can spend more time enjoying their town centre at their leisure, surrounded by exciting features such as the fountain, event space and play features, we can encourage dwell time, spending and also a community feel.

Dacorum Borough Council plans to issue Pavement Licences, under Section 115E of the Highways Act 1980, to encourage cafes and restaurants to extend their operations out on to the street, adding to the vibrancy of the newly regenerated town centre. A Pavement Licence is required in all instances where the land outside the premises upon which furniture is to be placed, is part of the public highway (not private land).

Licenses are not needed if the furniture is to be placed on private property but planning permission may be required.

Pavement Licences can be granted subject to a number of detailed conditions relating to safety, nuisance, pest control and waste management. The licensee will need adequate Public Liability Insurance to ensure they are fully covered cover. Licences may be suspended to allow for other activities (such as street works) to take place, and may be revoked at any time if the conditions are not being met.

Applications should be made to Dacorum Borough Council who will consider each case and serve notices to adjoining properties and stakeholders as required. The fee payable prior to the licence being issued will be £320 for the first 12 month period, with a £252 renewal fee payable for each subsequent 12 month period.

### **The Outside Space**

Strict guidelines must be adhered to in relation to the way the outside space is managed and set up, including taking preventative pest control and waste removal measures. Please refer to *Appendix A: Conditions of a Pavement Licence* for more information.

### **3.0 Structures on the Highway**

If you intend to place any structures on highways or footpaths (including, but not limited to, A board signs, skips or scaffolding), you must adhere to the Hertfordshire County Council – Code of Conduct for Structure on the Highway.

Appropriate action will be taken against any structures not in line with these guidelines.

More information can be found by following this link:

<http://www.hertsdirect.org/services/transtreets/highways/highwaysinfo/hiservicesforbus/signsonhighway/>

### **4.0 Street Trading Consent**

Street trading has always formed part of the fabric of urban life, and many historic towns throughout the world owe their very origins to the existence of open air markets. Street trading provides valuable employment opportunities for local people as well as a seedbed of entrepreneurship, allowing new entrants to test their business skills and ideas in an environment which has low start-up costs, minimal overheads and existing customer footfall.

But 'success' in street trading is not to be judged solely in terms of the benefits which accrue to the traders and those who buy their goods. Street trading ought to comply with the same rules that regulate other comparable economic activities, in terms of fair dealing and impact on the local environment and community.

Street trading occupies public highways and whether an individual stall or a busy market it should justify its privileged position by enhancing, rather than detracting from, the street in which it is located. It should not be unsightly, untidy or disorderly. Successful street trading is a good neighbour.

If you intend to sell any items or services on public highways (including footpaths) other than at official markets, you will need to apply for a Street Trading Licence from Dacorum Borough Council.

For more information, or to apply for a licence, please contact the Town Centre Team on [towncentre@dacorum.gov.uk](mailto:towncentre@dacorum.gov.uk) or 01442 228570.

## 5.0 Promotional Space

Promotional pitches are available to hire on a daily and weekly basis within defined areas in the Marlowes pedestrian area of the town centre. This will generate an additional income. The intention is to tender this opportunity to a company who will manage this space, beginning this new service by April 2016.

In the Interim DBC will continue to manage the use of promotional pitches.

To apply to use a promotional pitch please contact the Town Centre Team on [towncentre@dacorum.gov.uk](mailto:towncentre@dacorum.gov.uk) or on 01442 228570. Information detailing the type of promotion, company, photos of the appearance of your gazebo or other set up, timings and Public Liability Insurance will need to be provided at the point of booking.

### Promotional Space Hire Fees

The daily fee levied for the hire of the area will depend on the amount of space required. Please note these fees may be subject to change.

Service: Hire of promotional pitch within Marlowes pedestrianised area	Area in Square Metres	Commercial Hire: Daily Charge	Registered Charity Charge (50% Concession)
	1 – 10	£ 125	£ 62.50
	11 – 20	£ 200	£ 100
	21 – 50	£ 250	£ 125
<b>(Prices do not include VAT)</b>	50+	£ 400	£ 200

## 6.0 Entertainment

A new performance area with a covered canopy has been erected in the Marlowes pedestrian area. Together with a new fountain feature and LCD screen in the New Town Square, this will act as a social hub and leisure attraction in the town centre.

## 6.1 Performance area

The performance area will be the focal point for events and entertainment in the town centre. This space will be managed by DBC and will be able to be used by local artists or community groups for free, adding to the vibrancy and sense of place within the town centre. If you would like to use this area please contact [towncentre@dacorum.gov.uk](mailto:towncentre@dacorum.gov.uk) or call 01442 228570.



## 6.2 Fountain

A unique musical fountain has been erected in the town centre to complement the Jellicoe Water Gardens, itself undergoing significant regeneration, by bringing the theme of water into the pedestrianised town centre. Key features of the fountain include, 24 choreographable water jets, a misting feature, coloured lights and LED scatter lighting in the event space.

The fountain will have pre-programmed sequences that can run throughout the day, depending on the season and can be changed when there is an event on in the town centre.

There is also scope to run competitions around the fountain, engaging with local musicians and song writers.

## 6.3 LCD Screen

A 3.2m wide LCD screen has been erected in the town centre to enhance events and provide advertising possibilities. The screen will allow for more varied events, such as outdoor cinema, live

sports screening and when the screen is not in use for events, it could be used for promotion or local events or businesses.

## **7.0 Enforcement**

Enforcement will be taken against breaches of the terms and conditions relating to any of the features or services referred to above, which must be adhered to and signed at the point of booking.

## **8.0 Vehicular Access to Marlowes Pedestrian Area**

Marlowes is and will continue to be a designated and enforceable pedestrianised area and all deliveries must be made via the service yards to the rear of the properties. Vehicular access is not permitted except for emergencies, exceptional circumstances and those agreed separately with Dacorum Borough Council.

A new bollard entry system using Automatic Number Plate Recognition (ANPR) has been installed at the north end of the Marlowes pedestrianised area. All distribution services to businesses in the pedestrianised area should note that access from the Marlowes will not be possible unless agreed in advance with Dacorum Borough Council.

For more information please contact the Town Centre Team on [towncentre@dacorum.gov.uk](mailto:towncentre@dacorum.gov.uk) or on 01442 228570.

## **Appendix A**

## Conditions of Pavement Licence

The following conditions will be applied to all licences. Further additional conditions may be applied to licences where necessary.

1. You are only allowed to place furniture and structures on the pavement/highway during the hours granted on your licence. Outside of these hours you must remove the furniture and structures from the pavement/highway. You must leave the pavement/highway in a neat and tidy condition at the end of each day.
2. If you breach any of your conditions we may revoke or suspend the licence. We will give you 28 days notice in writing before we revoke or suspend the licence.
3. You must not cause any unnecessary obstruction of the pavement/highway or danger to people using the pavement/highway.
4. You must not allow people to gather and cause a nuisance or annoyance or danger to any persons lawfully using the pavement/highway.
5. You must not play music amplified or unamplified or any musical instruments radio or television whilst your licence is in operation.
6. You must not allow any excavations or indentations of any description in the surface of the highway or place or fix equipment of any description in the surface of the highway.
7. You must not allow the use of the highway for any other purpose at any time other than during the hours permitted by your licence.
8. You must not place any furniture or equipment or advertisement on the highway that is not specified in your licence. You must not obstruct the access and exits to your premises.
9. You must ensure the licensed area and the immediately adjoining area is kept in a clean and tidy condition during the permitted hours. You must provide litterbins for rubbish as required by us. You should dispose of food waste appropriately and ensure the pavement is scrubbed as and when required.
10. You must ensure that all necessary pest control measures, as required by us are met, including the prompt removal of food waste and regular sweeping of the outdoor area.
11. You must remove all furniture, litterbins and other equipment placed on the highway at the expiry, surrender or revocation of the Licence.
12. During an emergency, you must remove the permitted structures from the highway, if instructed to do so by;
  - i. Police Officer
  - ii. Fire Officer
  - iii. Paramedic
  - iv. Undertaker
  - v. Utilities companies
  - vi. Other authorised persons



13. You must remove the permitted obstructions from the highway if instructed to do so by the Highway Authority. They may require items to be moved from the area for maintenance or any other purpose.
14. You must display the Pavement Licence at the premises.
15. You must comply with any reasonable request in relation to the use of the highway by officers on behalf of the Council.
16. You must provide suitable barriers such as portable banners and posts, as detailed in your licence application, around the area clearly defined in your licence application and where required by us.
17. You can only place tables, chairs and umbrellas outside the premises between the hours of 08:00 and 23:00, or as detailed in your licence application.
18. You must indemnify the Council against all actions, proceedings, claims demands and liability which may at any time be taken, made or incurred in consequence of the use of the chairs and tables and other objects and for this purpose must take out at your expense a policy of insurance approved by the Council in the sum of at least £10,000,000 in respect of any one event and must produce to the Council on request the current receipts for premium payments and confirmation of the annual renewals of the policy.
19. You must not charge for the use of the chairs and tables and other furniture.