



**AGENDA ITEM: 9**

**Summary**

<b>Report for:</b>	<b>Strategic Planning and Environment Overview and Scrutiny Committee</b>
<b>Date of meeting:</b>	<b>10 November 2015</b>
<b>Part:</b>	<b>1</b>
If Part II, reason:	

Title of report:	
Contact:	Cllr Graham Sutton, Portfolio Holder for Strategic Planning & Development Author/Responsible Officer – Chris Taylor, Group Manager Strategic Planning & Regeneration
Purpose of report:	<ol style="list-style-type: none"> <li>1. To update Members in relation to the growth and development of the Maylands area</li> <li>2. To update Members in relation to recent and planned economic development activity</li> </ol>
Recommendation	That the report be noted.
Corporate objectives:	<p>Regeneration – Maylands is a key area for Regeneration .The attraction of investment and provision of employment opportunities is vital to secure balanced growth for the town.</p> <p>Affordable Housing – separate proposals at the Heart of Maylands by both Dacorum Borough Council and Hightown Praetorian and Churches Housing Association will deliver a significant level of new affordable housing.</p> <p>Safe and Clean Environment – the Maylands Urban Realm Improvement project will result in a significant upgrade to the quality of the environment on Maylands Avenue.</p>
Implications:	<u>Financial</u>
'Value for money' implications	None arising from this report. Regeneration of Wood House for new council housing is being funded through the new build programme. Cabinet has approved funding for the Maylands Urban Realm Improvement project on 20 October 2015. Most developments in the area will be privately led with no financial

	<p>implication to the Council, though the attraction of new businesses to the area will have a positive effect on the proportion of additional business rates to be retained by DBC.</p> <p><u>Value for money</u></p> <p>External funding sources are being utilised wherever possible to support project work, such as Herts County Council for the Maylands Urban Realm Improvement project. Funding from the Hertfordshire Local Enterprise Partnership is being sought for a range of other projects.</p>
Risk implications	None arising directly from this report.
Community Impact Assessment	Not carried out for this update report
Health and safety Implications	None in this report
Consultees:	None
Background papers:	<p>Dacorum Economic Development Strategy 2013-16</p> <p>Maylands Masterplan,2007</p> <p>Maylands Gateway Development Brief, 2013</p>
Historical background <i>(please give a brief background to this report to enable it to be considered in the right context).</i>	
Glossary of acronyms and any other abbreviations used in this report:	<p>DBC – Dacorum Borough Council</p> <p>MURI – Maylands Urban Realm Improvement</p> <p>HCA – Homes and Communities Agency</p> <p>DCC – Development Control Committee</p> <p>HHBA – Hemel Hempstead Business Ambassadors</p> <p>LEP – Local Enterprise Partnership</p>

## Background

1. A range of activities continue in the Maylands area dealing with both the current businesses and potential investments, working with business to

support growth and retention and considering the potential future developments that will shape the areas future.

## **Annex a – map showing Maylands areas detailed below**

### **1.1 Maylands Gateway**

- DBC Owned land – Work continues to confirm whether the Police will be taking 8.5 Acres of this land and a definitive answer should be known by Christmas 2015. There is current interest in acquisition of two other sites within this area which, being considered through the Commercial Assets & Property Development service currently, could yield the Council long term revenue funding. Once the decision is taken regarding the Police requirements then further work can take place to consider development of the remainder of the site and take forward work on establishing access to the site.
- HCA Owned Land – The HCA has undertaken a bidding process to dispose of their 32.4 acre landholding on the Maylands Gateway which closed in August. They are considering bids currently and will come back to the Council in November with preferred bidders for consideration. It is understood that bidding interest was high. Following the announcement of the successful party, Officers expect that development proposals will come forward for the Council to consider in its capacity as planning authority in early 2016. The Council will consider these proposals in accordance with the Maylands Gateway Development Brief.

Aviva owned land (Peoplebuilding Site) – Aviva is currently promoting a retail development proposal that will be considered by Development Control Committee (DCC) – currently it is scheduled for consideration at the 26 November 2015 meeting. A retail impact study has been completed to identify whether the development has potential to impact the town centre and its effect on the supply of land for employment development. . The development includes a food store (medium size) and large retail warehouses and some food and drink provision.

- Interest continues for the vacant sites along Maylands Avenue to the north of and directly adjacent to the Travelodge hotel. Generally, they are not really in line with the aspirations of the Maylands Masterplan. Interest has included the following: A drive through fast food outlet, where planning officers negotiated offices above the building Site, which has been approved. Also there is an undetermined planning application for a convenience food store on a single storey and additionally interest for a further drive through take away.

- 1.2 Enterprise Zone Application** - The Herts LEP has submitted an application for Enterprise Zone status in partnership with DBC and St Albans City and District Council covering land within Maylands and including the employment area within the 'Gorhambury' land in the St Albans District. If successful, the zone could generate enough revenue to pay for the infrastructure needed to improve the road system around and throughout Maylands including expansion of the Maylands Growth Corridor and improvements to the Breakspear Roundabout.

This will ensure that the predicted growth within the area can be accommodated. The outcome of the bid is expected in December.

- 1.3 **Maylands Urban Realm Improvements (MURI)**. The project will begin delivery from early 2016. This will deliver enhancements to the urban realm between the roundabout at the bottom of Maylands Avenue at the entrance to Maylands through to the Heart (shops) area. This will include improved and widened pavements, high quality planting and tree planting, alongside lighting improvements. This is phase 1 from a larger project which can be delivered as and if funding becomes available. There will also be repairs and repainting of the Phoenix sculpture delivered during phase 1.
- 1.4 **Maylands Business Centre Extension** – The land adjacent to the current Business Centre has been allocated to extend the number of light industrial units to the centre and will be the subject of a full report to this committee next month. A bid has been submitted to Herts LEP to supplement the £500k resource already committed by the Council.
- 1.5 **Wood House** (Plan attached Annex B) - The Council has purchased the (former Schroff) site at the corner of Maylands Avenue and Wood Lane End and are proposing a development of six storey affordable housing residential units – a total number of seventy five units being provided with a mixture of social rent and shared ownership. The ground floor of the development is subject to a proposal that it be arranged as a satellite of MBC providing some additional offices and potentially some move-on units for business tenants of the centre. This will be considered by Cabinet in November. The proposal is that the centre will be managed part time alongside the centre on Redbourn Road and provide a part time reception service. This project has been included within a recent bid to the LEP under the Single Local Growth Fund programme to assist with the development costs.
- 1.6 **Recent investment activity** – There is still a steady stream on enquiries relating to availability of land and sites within Maylands. Recently the council has successfully worked with Smiths Industries who are relocating from Watford to Century House in Maylands (next door to the Dixons Building). This will include 300 high tech jobs and include both research and development of new products alongside manufacturing at the site. Planning permission for alterations to the building to meet Smiths' needs was granted by DBC in August 201.

Following on from the merger between Dixons and Carphone Warehouse, staff will be relocating to Acton however; the Dixons Building has been purchased by a new investor to provide for the provision of new office facilities and is subject to a current planning application, which will enhance the quality of the office offer at the site.

- 1.7 DBC has been also been informed that the last remaining large site on Maylands Avenue (SEGRO site) has been acquired recently and will be submitting a planning application for two B8 warehouses with office component. This will be the last remaining large site within the Maylands area and indicates the need for continuous identification of further employment land to meet the future needs of the borough. There will be continued interest in the location due to the great transport connectivity and as a key strategic employment site for Hertfordshire; the area is expected to provide future increased employment opportunities for a wide area.

## 2 Economic Development Activity 2015 (not Maylands specific)

2.1 **The Hemel Hempstead Business Ambassadors** (HHBA) scheme will be governed by a Board of local business owners and Managing Directors in addition to representation by both the Leader and the Chief Executive of the Council and will give business the opportunity to “buy in” to the local economy and take up the role of Ambassadors for the local business area. The aim of the network is to attract more investment into the town from the private sector. Hemel has a great business offer and through research and consultation, the business community have agreed the new ‘Hemel Story’, which highlights the advantages to investment in the Borough. The scheme and the Hemel Story will be launched at a high level event on December 11<sup>th</sup> at Breakspear House (This date is the 10 year anniversary of Buncefield which will help attract publicity). It is envisaged that this scheme will subsume other current business partnerships and become “the” business network to belong to for this area. A place manager has now been recruited (Gary Stringer) and the post will aim to be self-funding within a two year period.

2.2 **The Economic Wellbeing Team** continues to work proactively with the business community and promote the area to potential investors across a wide range of areas. Each team member has fixed targets which contribute towards maintaining and enhancing a buoyant economy – see below.

The year to date report shows that most targets are on track for the full year. Where no targets are shown, this is a new area of work or a new measurement and targets will be developed for the next financial year.

## Economic Wellbeing Team - Key Performance Indicators Quarterly Report – Q2 (July – September 2015)

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Stats to be Measured Quarterly	Yearly Target	Q1	Q2	YTD
DLNF Website Hits (Ave Per Month)	1000 per month	1518	1127	<b>1323</b>
MBC Website Hits (Ave Per Month)	-	500	376	<b>438</b>
DBC Apprenticeship Grant Reserved	-	2	10	<b>12</b>
DBC Apprentice Grant Paid	10	3	0	<b>3</b>
Jobs into the Borough (Net + Growth)	500	33	51	<b>84</b>
New Businesses (II)	10	1	7	<b>8</b>
Business Visits	360	78	52	<b>130</b>
Tourism Partnership Income	£20,000	-	£5,295	<b>£5,295</b>
Filming Days	-	92.5	11	<b>103.5</b>

Filming Income	-	£75	£570	<b>£645</b>
MBC Occupancy	Maintain 95%	100%	100%	<b>100%</b>
MBC Meeting Room Income	£4,800	£ 1,773	£ 1,664	<b>£3,437</b>
MBC Virtual Office Income	£10,800	£ 2,790	£ 2,895	<b>£5,685</b>
MBC Workshop Income	-	£ 3,500	£ 4,885	<b>£8,385</b>
No. of Events Held	10	1	4	<b>5</b>
No. of Attendees	-	44	157	<b>201</b>
JSA Claimants (Ave)	reported data only	1120	1240	<b>1180</b>
Customer Satisfaction Rate	100%	100%	100%	<b>100%</b>
DLNF Twitter Followers	20% increase	548	563	<b>13%</b>
MBC Twitter Followers	20% increase	394	409	<b>5%</b>
Network Events Attended	40	17	8	<b>25</b>

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Company	Location	Jobs	Date	Reason
<b>Pix Farm Studios</b>	Hemel Hempstead	<b>1</b>	July	New business
<b>Puddingstone Distillery</b>	Tring	<b>2</b>	July	New business
<b>Twee</b>	Great Gaddesden	<b>1</b>	July	New business
<b>Balance Chiropractic</b>	Hemel Hempstead	<b>3</b>	July	New business
<b>Pink Lemon Cakery</b>	Hemel Hempstead	<b>1</b>	July	New business
<b>Bella Italia</b>	Hemel Hempstead	<b>30</b>	13/07/2015	New branch
<b>Purple Menswear</b>	Berkhamsted	<b>2</b>	September	New branch
<b>Business Growth</b>	Dacorum	<b>11</b>	Q2	Business Growth

The smiths Industry jobs have not been included as yet in the Business Growth figures as we are unsure when they are actually relocating. This could be March 2016 if all goes well with their refurbishment.

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- Maylands Business Centre Extension tenders were returned and assessed
  - The Ambassadors Place Manager has been recruited and launch the date of the Ambassadors event has been set for 11 December at Breakspear Park

- Bid in to the LEP for funding to contribute to the Maylands Business Centre Extension
- Dacorum 365 Instagram campaign launched
- A weekly business blog has been launched
- The Workshops are gathering momentum and making a healthy profit.
- Bid in to the LEP jointly with WENTA and STANTA for £161,000 over 3 years for business start-up support
- Introduced a Filming Protocol including an Admin fee of £95.00 - Total so far is £645
- Frasers (Dacorum business) were successful in tendering to design the stand for the Herts Councils at MiPiM
- James May filmed driving a Batmobile on Magic Roundabout
- 20 Members of the Tourism Partnership generating an income of £5360
- PPC has seen an increase in the hits to the DLNF website and shows an improved usage of multiple pages.
- The Dacorum Business Update continues to be effective and receive high response rates.
- The DLNF LinkedIn group now has 420 members and the quarterly networking organised for this group continues to be profitable.