

APPENDIX 3

SUMMARY OF ISSUES RAISED AT THE HEMEL PLACE BOARD, 4 NOVEMBER 2021

Entrepreneurship and enterprise

- **Skills and education:**
 - Skills are the glue to success and are seen as a key element in growing the town
 - Skills need to feature more in the strategy. How can the College contribute? Can more effective business links be made?
 - COVID has massively affected education so there is a need to look into how to help young people get the skills that will be needed over next decade or so
- **Business and Maylands offerings:**
 - Don't take Maylands site for granted, how can the facilities change/ adapt here with the change in working habits/ industries?
 - How many people who live in Hemel also work at Maylands?
 - Businesses need to be able to see these skills so they will invest in the Town centre and Hemel as an area
 - How does this link to Hertfordshire's wider image for example Filming and the Herts growth board
- **Change in shopping behaviours:**
 - The ability to do shopping online has given people more time, this can be used to the advantage of Hemel

Shrink and Link:

- **Stronger and Greener transport links:**
 - Need stronger integration and movement between all the areas in Hemel (Old Town, Train station, Maylands etc)
 - Look at Europe for active travel
- **Linking the Place Board together:**
 - Circulate ideas before next meetings
 - Can there be a representative from a youth group and faith groups at future meetings? Send the university an invite? Invite people to get a more rounded view
 - Are there still Maylands ambassadors?

Leisure and Culture:

- **Engaging communities:**
 - Building strong communities helps build sustainability
 - Use the volunteers in Hemel, COVID showed that there are lots out there so use them
 - The radio station used by CAD is a direct way to engage with the community, this can feed into a wider comms strategy
 - Have to ensure the fringes of the community aren't ignored
- **Placemaking and encouraging footfall:**
 - Need to make the Town centre feel safe and welcoming

- 'Don't try and be something you're not', only use what Hemel has to offer. Is there anything that Hemel is the best in the UK at?
- Acknowledgment of the need for night time economy
- Luton has -20% footfall whereas Hemel has -10%, shows that people do want to stay local and the passion for a place is there