



SWHERTS
Joint Strategic Plan

South West Hertfordshire 2050

Realising our Potential



Consultation Report

Appendices

Part 1: What we did

August 2023

Final draft for approval

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Communications and Engagement Plan

SW Herts JSP

Regulation 18: Issues and Options: Communications and Engagement Plan

Introduction

The purpose of this communications and engagement plan is to set out our suggested approach to cross authority engagement over the coming months to help develop and promote a Joint Strategic Plan (JSP) for South West Hertfordshire.

A Statement of Community Involvement (SCI) setting out the broad approach to engagement has been prepared and consulted on and the team are currently reviewing comments. This plan is intended to provide more detail specifically in relation to the statutory Regulation 18 Issues and Options consultation planned for September – October 2022.

To ensure a diverse response to engagement, there are two strands of work planned, the core engagement hosted via the dedicated SW Herts engagement website and the digital engagement work planned using the latest available engagement software as part of the secured PropTech fund. The PropTech fund work is intended to supplement the wider engagement and target a younger audience.

Background and Summary of Work to Date

The five local planning authorities within South West Herts (Dacorum Borough Council, Hertsmere Borough Council, St Albans City and District Council, Three Rivers District Council, and Watford Borough Council) are working in collaboration with Hertfordshire County Council to develop a JSP, with the intention to proactively plan for growth up to and beyond 2050.

The JSP will be a formal statutory Development Plan Document, providing the overarching strategic planning framework for the five Local Planning Authority areas.

The JSP team recognises the importance of ensuring that the JSP is not developed in isolation and that in order to help smooth the path of its development, ultimately allowing it to be a successfully adopted planning document, early, diverse and meaningful engagement with the wider community and stakeholders is pivotal.

SW Herts, Your Future, Digital Engagement

To commence early engagement with the community, a widespread digital engagement exercise was undertaken between February and May 2020, asking residents across the 6 authorities about issues that were important to them. This resulted in 3,270 members of the community interacting and providing nearly 15,000 pieces of individual feedback. The community also provided over 2,000 pieces of ‘free text’ written feedback, in addition to the poll questions. The overall outcomes of the initial engagement have been written up in full, both from a qualitative and quantitative basis and includes:

- An even spread of ages of respondents, from under 25's to over 65's;
- A clear emerging consensus on community priorities;
- A strong basis for ongoing engagement; and
- Over 700 people willing to be engaged during the next stage of work.

SW Herts, Realising our Potential, Vision Workshops

Building on the success of the initial consultation exercise and to enable a draft vision for the JSP to be created, a series of workshops were undertaken during 2021 and early 2022 involving a youth group, council officers, local councillors, and key stakeholders. The workshops helped build a greater understanding of the opportunities and challenges currently facing the area, whilst anticipating changes and trends that may inform how we live, work, move, and play in the future.

The results of the workshops are available on the dedicated SW Herts engagement website www.swhertsplan.com and have informed the preparation of a Vision report. This vision will form the basis of the first iteration of the JSP that we plan to consult on as part of the Regulation 18 Issues and Options consultation from September to October 2022.

Aims and Objectives of the Regulation 18 Engagement

The aims of the ongoing engagement are to:

- Build awareness, understanding and generate interest in the process, resulting in greater participation in the future; and
- Inform the technical work, providing information related to priorities, issues and opportunities.

The objectives of the ongoing engagement are to:

1. Engage with hard to reach groups and demographics, particularly young people and record their views on key issues;
2. Establish and expand a dialogue with key stakeholders to become actively involved in the development of the plan; and
3. Communicate the benefits of working together and the vision and objectives of the JSP to residents and businesses in SW Herts, through our own and paid channels and by enabling and empowering local authorities to promote and share digital resources on their channels

Engagement Next Steps: Regulation 18 Consultation

The table below outlines how it is intended to continue joint engagement at a strategic level to meet the aims and objectives. The table includes potential additional engagement that could be undertaken at a more local level for each authority to carry out directly.

Building insight and transparency into the process over time will support both the key stages of JSP work and promote the benefits of joint working. It will be important to grow the audience at each stage and evaluate ongoing success, alongside recording quantitative and qualitative findings to inform the work.

All work will be in line with the Statement of Community Involvement and reviewed and updated on an ongoing basis.

Proposed engagement activities are as follows:

SW Herts JSP

Regulation 18: Issues and Options: Communications and Engagement Plan

| Stage | Area of work | Related Objective | Time scale | Suggested engagement activity |
|--------------------|---|-------------------|------------|---|
| Preparation | JSP Programme support from communication officers | 2 | Now | Continue monthly communication officer meetings across the 6 authorities to coordinate engagement activity and consider how it can be built into existing workstreams. Embed JSP programme within wider communication plans for each authority. Map Local Plan timescales and other key events locally and regionally that may impact on the JSP Reg 18 engagement programme. |
| | Officers and members involved in JSP work | 2 | Now | Continue Council officer and member sessions (Strategic Planning Members Group, Steering Group and Strategic Planning Officers Group) to brief on JSP progress and upcoming engagement work. |
| | Wider officer and members | 2 | Now | Update members and officers not directly involved in JSP process through briefing notes or otherwise, to raise awareness and understanding. Consider extending this to statutory consultees. |
| | Youth Forum | 1 | Now | Establish Youth Forum meetings between April and September, with a view to undertaking 3 meetings, growing attendees each time. Agree overarching Terms of Reference, plus purpose and output for each meeting in advance, including asking the group to support the PropTech digital engagement exercise, given its emphasis on the 18-25 demographic. |
| | Website | 3 | Ongoing | Regularly update website based on above scope – key messaging, FAQs, timescales, ‘one pager’ etc. Track website traffic by webpage to see which areas are the most successful, and by geographic location if possible, to highlight any blind spots. |

| | | | | |
|--|---------------------------------------|----|-------------|--|
| | Integration with wider collaborations | 2 | Ongoing | Update and integrate the Reg 18 engagement with wider workstreams, particularly those associated with collaboration (e.g. Hertfordshire Growth Board). Ensure through regular reviewing and communication that the engagement in relation to the JSP fits within any wider collaboration work to ensure consistency in messaging and approach. |
| | Communications Protocol | 3 | April – May | Refresh communications protocols to ensure consistent messaging across the multiple authority areas, including: <ul style="list-style-type: none"> - Website and social media updates - Key messaging framework - Joint media protocol, including statement from Leaders once engagement goes live - Suite of document templates to support the engagement programme - Member briefings |
| | FAQ | 3. | April – May | Disseminate website FAQs amongst officers within each authority, including those not directly involved in the process to increase awareness, understanding and maximise opportunities. Update on rolling basis. |
| | One pager | 3. | April – May | Disseminate ‘one pager’ briefing note which serves as a public facing guide to the JSP including updating officers and members not directly involved in the process. The note would set out the benefits of the JSP, who is involved and how the work is developing with key next steps. |
| | PropTech Fund | 1. | April – May | Develop PropTech fund digital engagement exercise including marketing collateral and consultation questions Explore potential for social media ‘influencer’ to promote engagement process. |
| | Meetings and networks | 2 | April – May | Map existing meeting network across the areas and consider attendance during summer months to promote consultation e.g., LEP meetings, relevant Parish Council meetings, Chamber of Commerce, heritage groups, environmental groups etc. |

| | | | | |
|--|-------------------|--------|--------------|--|
| | Database contacts | 3 | End May | District Councils to give everyone on their Local Plan consultation databases the option to 'opt in' to receive direct notification of the JSP engagement (in accordance with GDPR rules). |
| | External press | 1,2 &3 | April - June | <p>Agree approach to external press in relation committee cycle process and formal engagement launch. Options are</p> <ul style="list-style-type: none"> - No proactive media approach, but ensure we have 'if-asked' lines prepared to share with district/borough comms officers should they get media enquiries, mainly drawn from the FAQs on the JSP website - Proactive media approach, which would involve a template press release shared with district and borough comms teams, for them to issue after their individual council committee meeting, should it be approved that the plan can move forward for engagement. |
| | Toolbox | 3 | April – June | <p>Create 'toolbox' of engagement collateral to enable each authority to promote and directly undertake consultation at a local level, linked to meetings and networks above, initial ideas <i>for discussion</i> include:</p> <ul style="list-style-type: none"> • QR codes on business cards for circulation including at stations/ high streets/ library's/council buildings etc. • Digital signage adverts in stations and/ or bus stops • Radio advert • Email bulletins • Existing e-newsletters and residents magazines. • JSP-branded social media for use on own channels, potentially with a view to paid-for promotion. |

| | | | | |
|---------------|-----------------------|---------|---------------------------------|---|
| | Interactive content | 2. | June - July | Consider interactive content to build online presence in lead up to consultation stage – for example explanatory video from Youth Forum or others in relation to forthcoming consultation, to be hosted on the engagement website. |
| During | Commence consultation | 1,2 & 3 | Early Sept – to run for 8 weeks | <p>Commence Formal Regulation 18 consultation in line with draft SCI, including notifying all relevant consultees in writing and placing hard copies of document and associated questionnaire in local libraries and deposit points as per requirements.</p> <ul style="list-style-type: none"> • Signpost through individual council websites. • Update JSP website to coincide with the start of the formal consultation. – to include launch of interactive consultation document, associated background information and initial explainer video including explanation in relation to JSP/ Local Plan relationship. • Encourage electronic engagement wherever possible. • Supply JSP-branded social media content to promote the start of the consultation period, and support district councils to update their social media channels. • Issue joint press release to launch JSP consultation, noting we are particularly keen to hear from hard-to-reach groups, with a particular focus on young people. • Direct notification of contacts on JSP database – including those who responded to ‘Your Future’ engagement and those who have ‘opted in’ following contact from district Local Plan databases. |
| | Continual review | 1,2 & 3 | Sept - Oct | Consider supporting engagement work to maximise response rate and ensure a diverse range of views are sought, for instance: |

| | | | | |
|--|------------------------------|----|-------------|---|
| | | | | <ul style="list-style-type: none"> • Organise virtual briefings and invite Parish Council representatives and members, one briefing per authority. • Encourage local stakeholders to use networks to notify people consultation is live • Contact (by email) existing networks including the 700 interested residents who said they would like to be involved as part of the earlier digital engagement exercise to complete the consultation. |
| | Monitoring | 3. | Sept - Oct | Measure and report on success with weekly monitoring of feedback by geographical position where possible |
| | | 3. | Sept - Oct | Weekly monitoring of press and social media reach and engagement for paid-for posts. To be provided by comms teams via a secure, online, shared document, where possible. |
| | Initiate Protech work | 1. | Early Sept | Commence Built ID adverts with key questions linked to consultation, with a particular focus on engaging with the 18-25 demographic and other groups that tend not to take an interest in planning policy matters. |
| | | 1. | During Sept | Review build ID feedback on weekly basis |
| | Announce end of consultation | 3. | Oct | Issue press release to mark the end of the consultation and highlight next steps, update social media channels & all references on websites. A template press release and messages will be provided by the JSP comms resource which each council comms team can adapt/use to their borough/district. |

| | | | | |
|--------------------------|-----------------------------|----|-----------|--|
| Post Consultation | Review and evaluate process | 3. | Mid – Oct | <p>Commence review of feedback once consultation ends.</p> <ul style="list-style-type: none"> • Ensure lessons learnt are recorded for PropTech fund write up. • Capture and evaluate user data to measure interaction including geographic and demographic analysis where possible, building on the ‘Your Future’ digital engagement in 2022 • Review results with Youth Forum group. • Update officers and Members. • Review how the results and engagement from this consultation can be used to build engagement and reach for the next stages of consultation in order to support JSP progression. |
|--------------------------|-----------------------------|----|-----------|--|

Evaluation and measuring success

We will be using simple mechanisms to capture and evaluate user data, which will include demographic and geographic distribution analysis.

The results for this second round of consultation on the South West Hertfordshire will look to build upon the results of the first ‘Your Future’ digital activity, which saw responses from an even spread of age ranges and across all five districts and boroughs.

We would expect some changes in the amount and richness of engagement.

Youth Forum terms of reference



South West Herts Joint Strategic Plan (JSP) Youth Forum

Terms of Reference

April 2022

Objective / Purpose

The 'Youth Forum' will assist the Joint Strategic Plan (JSP) team and its partners ensure the SW Herts JSP prepares a robust framework for the long term planning of the area. The Youth Forum will be central in helping the JSP team understand and define what is important to younger generations (c18-26 year olds). Listening to young people and representing their interests will help deliver some key outcomes the JSP seeks to achieve.

The Youth Forum's initial involvement will help inform the way the first engagement on the JSP (known as the Regulation 18 or 'Issues and Options' document) takes place. The Youth Forum will act as a consultative body that provides feedback on the JSP's approach to consultation on its draft Regulation 18 document. The focus will be on the digital and social media aspects of the consultation.

Duties and Responsibilities

To include the following:

- Attend and actively participate in scheduled Youth Forum meetings
- Review the SW Herts JSP Regulation 18 Issues & Options document(s)
- Input into approach to consultation with a focus on reaching c18-26 year olds
- Contribute ideas for videos and images
- Assist in formulating 'quick fire' consultation questions suitable for use on social media
- Advise on content and scope of social media campaign
- Review digital consultation materials
- Provide feedback to elected Members and Officer group
- Advocate on behalf of the JSP amongst their peers

Structure of the Forum

The JSP Youth Forum will be made up of up to 15 young people (c18-26 year olds).

The JSP team will:

- Coordinate the Youth Forum
- Actively seek representation on the Youth Forum from a wide range of young people in South West Hertfordshire.
- Circulate agendas prior to Youth Forum meetings
- Take and circulate minutes
- Provide materials for discussion

- Coordinate and arrange the online (Teams) meetings
- Communicate any updates to the Youth Forum members
- Encourage and support youth participation
- Positively challenge Youth Forum members
- Provide references and information for CVs for participants on request

Conduct of members

Youth Forum members should:

- Engage in discussion and contribute their views and ideas whilst listening to and respecting those of others, even when they differ to their own
- Be passionate about creating positive change and improving South West Hertfordshire
- Be supportive and encouraging of one another
- Be reliable and committed
- Not misuse information gained in the course of membership for personal gain, nor seek to use this opportunity to promote personal/private interests or those of any other organisations
- Not communicate confidential information gained in the course of their membership including through social media channels

Frequency and location of Meetings

The Youth Forum will meet broadly every second month in the lead up to the Regulation 18 Issues & Options consultation, scheduled to take place in August / September 2022.

The meetings will take place remotely and be scheduled in the early evening at a time that suits most participants. There is potential for a one off 'in person' meeting if agreed by the Forum.

Compensation

Youth Forum participants will receive £30 in Amazon vouchers for each meeting attended. If they are unable to attend a meeting but provide written feedback they will receive half the amount (£15 Amazon vouchers).

Reporting

Nominated members of the Forum may on occasion be requested to present on behalf of the Youth Forum to elected Members or relevant Officer groups.

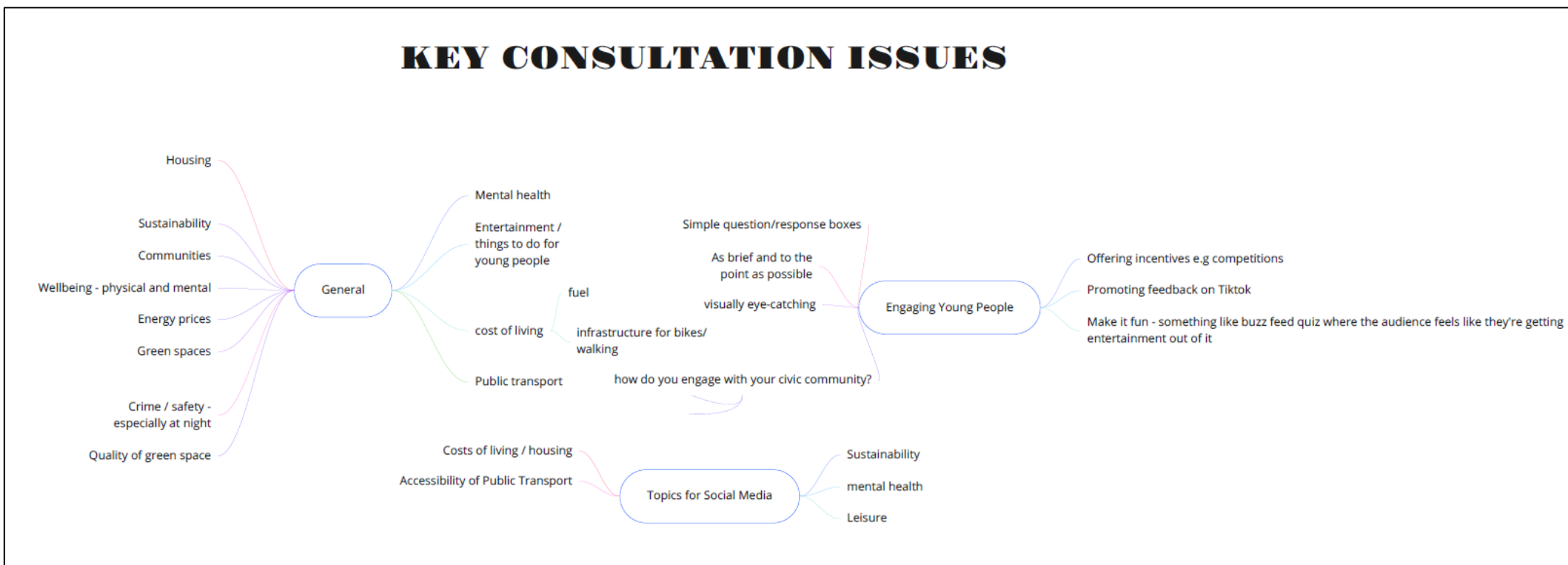
The JSP team will report on the actions of the Youth Forum demonstrating how the Forum's ideas have been incorporated into the JSP's consultation strategy.

Future Youth Forum work

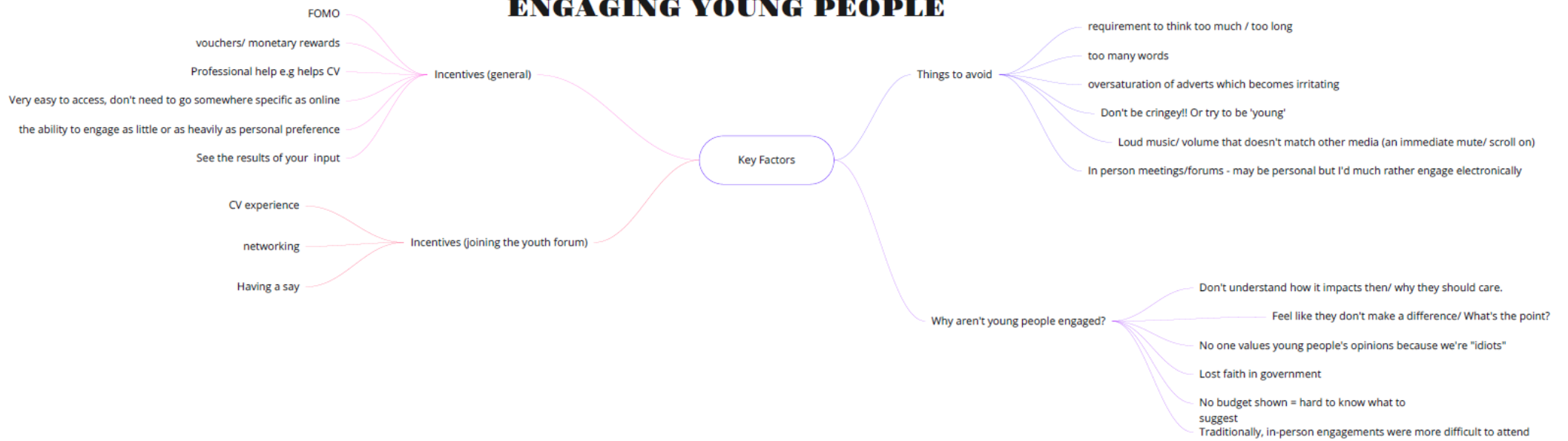
Further work to be undertaken by the Youth Forum beyond the current Issues and Options stage of the JSP is under consideration. Should the Youth Forum continue beyond this stage then the terms of reference will be reviewed and amended as necessary.

Youth Forum example miro boards

Miro boards were used to capture feedback 'live' at meetings.



ENGAGING YOUNG PEOPLE



Schools workshop – list of schools / colleges invited

| School / college name | District / borough |
|--------------------------------------|---------------------|
| Ashlyns School | Dacorum |
| Beaumont School | St Albans |
| Bushey Meads School | Hertsmere |
| Croxley Danes School | Three Rivers |
| Dame Alice Owen's School | Hertsmere |
| Future Academies Watford | Watford |
| Hertswood Academy | Hertsmere |
| John F Kennedy Catholic School | Dacorum |
| Katherine Warington School | St Albans |
| Kings Langley School | Dacorum |
| Laureate Academy | Dacorum |
| Longdean School | Dacorum |
| Loreto College | St Albans |
| Mount Grace School | Hertsmere |
| Nicholas Breakspear Catholic School | St Albans |
| Parmiter's School | Three Rivers |
| Queens' School | Hertsmere |
| Rickmansworth School | Three Rivers |
| Roundwood Park School | St Albans |
| Saint Joan of Arc Catholic School | Three Rivers |
| Saint Michael's Catholic High School | Three Rivers |
| Samuel Ryder Academy | St Albans |
| Sandringham School | St Albans |
| Sir John Lawes School | St Albans |
| St Albans Girls' School | St Albans |
| St Clement Danes School | Three Rivers |
| St George's School | St Albans |
| The Adeyfield Academy | Dacorum |
| The Astley Cooper School | Dacorum |
| The Grange Academy | Hertsmere |
| The Hemel Hempstead School | Dacorum |
| The Marlborough Science Academy | St Albans |
| The Reach Free School | Three Rivers |
| Townsend VA Church of England | St Albans |
| Tring School | Dacorum |
| Verulam School | St Albans |
| Watford Grammar School for Boys | Watford |
| Watford Grammar School for Girls | Watford |
| Westfield Academy | Watford |
| Yavneh College | Hertsmere |
| Oaklands College | St Albans |
| West Herts College | Watford and Dacorum |
| Elstree Screen Academy | Hertsmere |

Schools workshop – email marketing material

Sent to all schools listed above on 7 December

| | | |
|---|--|---|
| SAVE | TELL US WHAT MATTERS TO YOU | DATE |
| 25 JANUARY 2023 4-6PM | THE |  Kings Langley School, Love Lane, Kings Langley, WD4 9HN |
|  SWHERTS Joint Strategic Plan Realising our potential Book your school's place before Monday 16 January by emailing haveyoursay@swhertsplan.com | | |

Sent to schools on or around 10 January

tell us what
matters to you



SWHERTS
Realising our potential

South West Herts JSP **SCHOOLS EVENT**

King's Langley School, Love Lane, King's Langley



25 January

An opportunity to have your say on the future of South West Hertfordshire, including what matters most to you.



4-6pm

Help us address issues such as climate change, infrastructure, the environment, employment and housing, and set high level ambitions for the area.

BOOK YOUR PLACE



Contact Us

Email haveyoursay@swherstplan.com to book a place before Monday 16 January. Places are initially limited to three students per school.



Interactive website – example pages

Foreword



South West Hertfordshire 2050

Realising our Potential



Home / South West Hertfordshire 2050 - Realising our Potential

South West Hertfordshire 2050 - Realising our Potential



Foreword

As Leaders of the six authorities that make up South West Hertfordshire, we are pleased to introduce a vision for the future of our area and to seek your feedback.

This consultation marks the first exciting step in a new approach to long term planning in South West Hertfordshire, covering the areas of Dacorum Borough, Hertsmeire Borough, St Albans City and District, Three Rivers District and Watford Borough.

The South West Herts Joint Strategic Plan (JSP) will establish a collective ambition and set a blueprint for the future of the area to 2050. Eventually it will need to address big issues like the scale and location of new growth, the infrastructure needed to deliver it and our response to the challenges of climate change. However at this stage it is not about housing or employment numbers, or locations for growth. We don't yet know where growth should go, but we know we want it to happen as sustainably as possible.

This is your chance to tell us how you think our area can realise its full potential and how we can ensure sustainable growth provides a better future for everyone. In section 5, you will find a draft vision and objectives for our area, which we want your thoughts on. This will then guide future stages of our plan.

We want the preparation of the Joint Strategic Plan to be an open process. This initial document is therefore designed to stimulate debate. We want the plan to be visionary, aspirational and use growth as an opportunity to improve the quality of life for those who currently live, work and play in the area, and those who wish to do so in the future.

When developing our draft vision, we have tried to recognise the many assets and strengths of SW Herts – in terms of our built, natural and human resources. We have also tried to ensure that we make the most of our economic strengths, enhance the quality of our life and reduce and adapt to the impact of climate change.

We want to talk to as many people as possible to ensure that the process of preparing the plan is fully collaborative and inclusive. Only by planning collectively for a sustainable future that benefits all our existing and new residents and businesses can we truly realise our area's potential together.

We look forward to hearing what you have to say.

Clr Andrew Williams
 Leader of Dacorum Borough Council

Clr Sarah Neimes
 Leader of Three Rivers District Council

Clr Morris Bright
 Leader of Hertsmeire Borough Council

Clr Peter Taylor
 Mayor of Watford Borough Council

Clr Chris White
 Leader of St Albans City & District Council

Clr Richard Roberts
 Leader, Hertfordshire County Council

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Realising Our Potential Contents

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- 2 Our world is changing
- 3 SW Herts today
- 4 Planning for infrastructure
- 5 The draft Vision (including sub-sections on the Six Pillars)
- 6 Shaping the future
- 7 Making it happen
- 8 Next steps
- 9 Appendix: Background to the Joint Strategic Plan

[REGISTER](#) to get involved and send your comments

Related Pages

- Consultation on the Joint Strategic Plan, 'Realising our Potential'
- Sustainability Appraisal Scoping Report
- Background Documents



South West Hertfordshire 2050

Realising our Potential



Home / 5. The draft vision - tell us what you think

5. The draft vision - tell us what you think



We have drafted a vision statement for the South West Herts Joint Strategic Plan, which we would like your feedback on. This vision has been developed in line with issues raised about our environment, and living, working, playing and moving around in the area.

Our vision statement

Realising our potential

"South West Herts will realise its full potential of being globally connected, nationally recognised and locally cherished. Known for its creative spirit, collaborative working and willingness to accelerate positive change, it will be a place where sustainable growth provides a better future for everyone."

Setting clear objectives

The objectives we set today will shape the lives of generations to come. And this is where it starts... In order to achieve our vision, we have established six pillars to guide us. These set out our ambitions for the key areas that the plan will cover. Each pillar contains a number of more specific objectives that are designed to help shape future policies within the Joint Strategic Plan, and wider investment decisions in the area. Through these pillars we aim to understand current and future needs and desires of those who live and work in the area, and where we want to be by 2050.

The Six Pillars

The Pillars are described below. Please select each for more information.

| | |
|---|--|
| Living green in a healthy natural environment | What if SW Herts made living green easy and led our country's response to climate change? |
| Growing opportunities to work locally | What if SW Herts was a place where investors, innovators, entrepreneurs and creators chose to come together? |
| Living in healthy, thriving local communities | What if SW Herts was an affordable, sustainable and fulfilling place to live? |
| Moving easily in well connected places | What if SW Herts had more people moving around by public transport, bikes and on foot than by car? |
| Building homes and places that people are proud of | What if SW Herts became nationally recognised as providing a high quality of life? |
| Delivering robust and sustainable infrastructure | What if SW Herts was cleaner and greener, with more robust and sustainable infrastructure? |

These pillars are expanded in more detail over the following pages. We would like your feedback on each of these and the objectives that sit beneath them.

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4 Planning for infrastructure

5a Pillar: (a) Living green in a healthy environment

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Related Pages

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- Sustainability Appraisal Scoping Report
- Background Documents

What do you think?

Questions on the draft vision

Please send us any comments you may have on this topic below. We'd like to know if the draft vision statement summarises your aspirations for the future or if there are any changes you would like to see.

If you want to upload any supporting material for this or any other question, please do so as part of any other comments you may have on [Section 7, 'Making it Happen'](#).

COMMENT HERE

Consultation questionnaire



Questionnaire

South West Hertfordshire 2050

Realising our Potential

September 2022

YOUR INFORMATION

Name: *

Organisation: (if relevant)

Email:

Address:

Postcode: *

* Denotes minimum information required

By providing this information, you agree to be added to the Joint Strategic Plan's consultation database and will be directly notified of future consultations on this document. Information will be held in accordance with data protection laws and only shared with parties listed in our privacy policy.

The privacy policy can be found here: <https://www.swhertsplan.com/privacy>.

If at any time you wish to withdraw your consent and be removed from the consultation database please contact: SWHJSP@dacorum.gov.uk.

YOUR RESPONSE

If you have internet access it is recommended that you give your feedback online at: www.swhertsplan.com

This questionnaire should be read in conjunction with 'SW Hertfordshire 2050: Realising Our Potential.' This document is available online via the link above. Alternatively, paper copies are held for reference at libraries within the SW Herts area, as well as district / borough council offices in Hemel Hempstead, Borehamwood, St Albans, Rickmansworth and Watford.

You do not have to provide feedback on all of the questions asked - just answer those questions that are most relevant to you.

Please note: Your comments may be made available for public inspection and therefore cannot be treated as confidential. Your name and postcode must be completed as a minimum for your comments to be considered. Your contact details will remain confidential and will not be published.

Our World is changing

- (1) Are there any other national or global issues or trends that we should take account of when preparing the Joint Strategic Plan?

YES

NO

If YES, please explain what these are and why they are important:

SW Herts today

- (2) Do you agree with our summary of the current issues relating to OUR ENVIRONMENT in SW Herts?

YES

NO

If NO, please explain why:

- (3) Are there any issues or opportunities (relating to OUR ENVIRONMENT in SW Herts) we have missed?

YES

NO

If YES please explain why:

- (4) Do you agree with our summary of the current issues relating to LIVING in SW Herts?

YES

NO

If NO please explain why:

(5) Are there any issues or opportunities (relating to LIVING in SW Herts) we have missed?

YES

NO

If YES please explain why:

(6) Do you agree with our summary of the current issues relating to WORKING in SW Herts?

YES

NO

If NO please explain why:

(7) Are there any issues or opportunities (relating to WORKING in SW Herts) we have missed?

YES

NO

If YES please explain why:

(8) Do you agree with our summary of the current issues relating to PLAYING in SW Herts?

YES

NO

If NO please explain why:

(9) Are there any issues or opportunities (relating to PLAYING in SW Herts) we have missed?

YES

NO

If YES please explain why:

(10) Do you agree with our summary of the current issues relating to MOVING in SW Herts?

YES

NO

If NO please explain why:

(11) Are there any issues or opportunities (relating to MOVING in SW Herts) we have missed?

YES

NO

If YES please explain why:

Planning for infrastructure

(12) Are there any long term infrastructure challenges or opportunities that you would like to make us aware of as we begin work on the plan?

YES

NO

If YES please explain what these are and why:

The draft vision

- (13) Does the draft vision statement summarise your aspirations for the future of South West Hertfordshire to 2050?

- YES
 NO

- (14) Are there any changes you would like to see to the vision statement?

- YES
 NO

If YES, please explain what these are and why:

- (15) Do you support the draft objectives relating to LIVING GREEN IN A HEALTHY NATURAL ENVIRONMENT?

- YES
 NO

Please explain your answer and any suggested changes:

- (16) Do you support the draft objectives relating to GROWING OPPORTUNITIES TO WORK LOCALLY?

- YES
 NO

Please explain your answer and any suggested changes:

- (17) Do you support the draft objectives relating to LIVING IN HEALTHY, THRIVING LOCAL COMMUNITIES?

- YES
 NO

Please explain your answer and any suggested changes:

(18) Do you support the draft objectives relating to **MOVING EASILY IN CONNECTED PLACES?**

YES

NO

Please explain your answer and any suggested changes:

(19) Do you support the draft objectives relating to **BUILDING HOMES AND PLACES THAT PEOPLE ARE PROUD OF?**

YES

NO

Please explain your answer and any suggested changes:

(20) Do you support the draft objectives relating to **DELIVERING ROBUST AND SUSTAINABLE INFRASTRUCTURE?**

YES

NO

Please explain your answer and any suggested changes:

(21) Which of the six topics covered by the 'pillars' is of most importance to you?

Please tick the relevant box below:

Living green in a healthy natural environment

Growing opportunities to work locally

Living in healthy, thriving local communities

Moving easily in well connected places

Building homes and places that people are proud of

Delivering robust and sustainable infrastructure

Please explain the reasons for your choice:

Shaping the future

(22) Which option or options do you think is the most appropriate way to shape future growth in SW Herts?

Please tick ALL that apply:

- (a) Growth within existing large settlements
- (b) Outwards growth of existing large settlements
- (c) New settlements
- (d) Growth of groups of settlements
- (e) Growth along key transport corridors
- (f) Growing the best connected places
- (g) Scattered growth

Please explain the reasons for you answer, relating this to the draft vision and objectives for the plan where possible.

(23) Are there any other growth types we have not mentioned that you think should be considered?

- YES
- NO

If YES, please explain what these are and why. (Note: we are not considering specific locations or sites at this stage).

Making it happen

(24) Are there any other 'good practice' examples you feel should be considered for SW Herts?

- YES
- NO

If YES, please explain what these are and why:

(25) Are there any further comments you would like to make on the SW Herts Joint Strategic Plan?

YES

NO

If YES, please explain what these are and why:

Sustainability Appraisal Scoping Report

We have published a Sustainability Appraisal (SA) Scoping Report alongside our 'Realising our Potential' consultation.

SAs are prepared to help us compare different options and see which is the most sustainable in terms of a range of social, economic and environmental factors.

We realise that the SA Scoping Report is quite a long and technical document, but it contains information about sustainability issues facing the area you may find interesting and wish to comment on. If so, please let us have your feedback so that it can inform the next version of the Sustainability Appraisal process.

(26) Do you have any comments on the Sustainability Appraisal Scoping Report that is published alongside the 'SW Hertfordshire 2050: Realising Our Potential' document?

YES

NO

If YES, please explain what these are:

Please ensure that this completed questionnaire is received by the Joint Strategic Plan team by 5pm on Friday 4th November 2022. Comments received after this date may not be considered.

This questionnaire can be sent to us in the following ways:

POST: Joint Strategic Plan team
c/o Dacorum Borough Council
The Forum
Marlowes
Hemel Hempstead
Hertfordshire
HP1 1DN

EMAIL: haveyoursay@swhertsplan.com

Further copies of this questionnaire can be downloaded from the JSP website at www.swhertsplan.com.

Frequently Asked Questions document



South West Hertfordshire 2050

Realising our Potential

FAQs

September 2022

What is the South West Hertfordshire Joint Strategic Plan?

The Joint Strategic Plan will provide a long-term blueprint for the south west Hertfordshire area to 2050. It will consider and address issues that cross council boundaries and will set out a strategic vision for the area. It will also help guide future Local Plans and strategies by setting out high level policies on topics such as climate change, net zero carbon, infrastructure provision, environmental protection, employment and housing. Once approved, the Joint Strategic Plan will provide a coordinated overarching framework that will guide local decision-making on planning matters.

What area is covered by this plan?

The South West Hertfordshire Joint Strategic Plan will cover the area covered by the South West Hertfordshire partner authorities. These are Dacorum Borough Council, Hertsmere Borough Council, St Albans City and District Council, Three Rivers District Council and Watford Borough Council. The Plan is also supported by Hertfordshire County Council. For more information and to view a map of South West Hertfordshire, please go to 'The South West Herts area' page of the website: <https://www.swhertsplan.com/the-south-west-herts-area>.

Why are the South West Hertfordshire local authorities producing a Joint Strategic Plan?

The Joint Strategic Plan will help each council to better plan beyond their current Local Plan periods (which currently run to between 2031 and 2038) and into the future up until 2050. Working together like this means the councils will be in a better position to ensure that all infrastructure such as transport, schools, health, and utilities is well coordinated and delivered at the right time together with new homes and jobs. It will also provide a platform for the authorities to work together to tackle climate change and net zero carbon.

We already have a Local Plan, why do we need this plan?

Each of the South West Hertfordshire authorities is in the process of updating their individual Local Plans, which currently run to between 2031 and 2038. The Joint Strategic Plan will look further ahead, to 2050, to help provide a longer-term framework for the area. Together the councils, through the Joint Strategic Plan, will set the high-level strategic policies on issues such as housing, employment and infrastructure to 2050. When each authority comes to review their Local Plan again, they will be able to frame those new policies in the context of the jointly developed policies in the Joint Strategic Plan. The next round of Local Plans will also add more detail to the policies of the Joint Strategic Plan and facilitate their delivery. Working in the context of the jointly developed Joint Strategic Plan policies, these more detailed Local Plan policies will be more effective in delivering the overall policy aims for the South West Hertfordshire area.

How will the Joint Strategic Plan help us respond to the climate change emergency?

The South West Hertfordshire authorities have all declared climate emergencies and pledged to work on reducing carbon emissions. The Joint Strategic Plan has an important role to play at a strategic level, by planning for carbon reduction, requiring the more efficient use of natural resources, supporting and promoting the natural environment to mitigate the impacts of climate change, championing more sustainable ways to improve the way we move around, promoting digital connectivity and by supporting technological change.

How is transport accounted for in the South West Hertfordshire Joint Strategic Plan?

The Joint Strategic Plan will take into account Hertfordshire County Council's Local Transport Plan and its future iterations. At its core, the plan will promote 'active travel' such as walking and cycling, as well as other forms of sustainable transport. The onus will be to encourage people to avoid relying on their cars where possible, by reducing the need to travel and/or ensuring that there are realistic and affordable alternative ways to move around.

What is the 'South West Hertfordshire 2050 - Realising our Potential' document?

This document marks the first formal plan-making stage for the SW Herts Joint Strategic Plan. This is known as the Issues and Options or Regulation 18 stage consultation.

The questions within it ask for feedback on what you think about the area at present, your views on a proposed vision and objectives for the SW Herts area to 2050, and your thoughts on how long term growth of the area could happen in the most sustainable way. Responses to this consultation will help shape the more detailed content of the plan as it progresses.

How can I have my say on South West Hertfordshire 2050 – Realising our Potential document?

The best way to respond to the consultation on 'South West Hertfordshire 2050 – Realising our Potential' is via the interactive document on our website www.swhertsplan.com/consultation. You will need to follow a simple registration process before leaving your feedback.

Through the consultation we ask for your feedback on a series of questions. You don't have to answer all of these - just focus on those that are of most interest to you. You can also download a copy of the document from our website in PDF format, or email SWHJSP@dacorum.gov.uk and the JSP team will send an electronic copy to you.

For those without access to the internet, copies of the document and associated questionnaire are also available to view in the reference sections of libraries within south west Hertfordshire and from the reception area at the following Council offices:

- **Hertsmere Borough Council**, Civic Offices, Elstree Way, Borehamwood, Hertfordshire, WD6 1WA
- **Watford Borough Council**, Town Hall, Watford, Hertfordshire, WD17 3EX
- **Dacorum Borough Council**, The Forum, Marlowes, Hemel Hempstead, Hertfordshire, HP11DN
- **Three Rivers District Council**, Three Rivers House, Northway, Rickmansworth, Hertfordshire, WD3 1RL
- **St Albans City and District Council**, Civic Centre, St Peter's Street, St Albans, Hertfordshire, AL1 3JE

We have also sent copies of all the consultation documents to town and parish councils within the SW Herts area.

Whilst we encourage you to respond online, you can email your comments to haveyoursay@swhertsplan.com or post them to:

SW Herts Joint Strategic Plan team
c/o Dacorum Borough Council
The Forum
Marlowes
Hemel Hempstead
Hertfordshire
HP1 1DN

Responses to the consultation must be received by **5pm on Friday 4th November 2022.**

There is also a simplified version of the consultation available via a poll hosted on various social media platforms which will be live for the first part of the consultation period. This is aimed at helping us to reach as wide a range of participants as possible.

What has informed this consultation?

This consultation has been informed by two key pieces of work:

- (a) A 'SW Herts Your Future' poll carried out in early 2020. This successful social media-based engagement generated over 14.5k comments and provided a high level overview of what those who live and/or work in SW Herts like about the area now, and what should be priorities for the future. The results of this engagement can be viewed at <https://www.swhertsplan.com/what-you-have-already-told-us>
- (b) A Vision Report prepared by consultants Prior and Partners which was informed by a series of workshops involving officers, elected councillors, key stakeholders and a group of 18-25 year olds. It also reflected the results of an interactive questionnaire published on the JSP website during November and December 2021, asking what type of future respondents envisaged for the area. This report is available here: <https://www.swhertsplan.com/sw-herts-vision>.

Why are you asking questions in this consultation about growth types?

The consultation document includes a question on some potential growth types. These are very high level descriptions of how the area could evolve i.e. through the development of new settlements, focussing growth within existing large settlements or extending development along sustainable transport corridors for example.

These growth types intentionally do not refer to any geographical locations, as we do not have sufficient information to consider potential sites at this early stage of plan-making. They also don't assume any particular number of new homes or jobs, as again, the scale of growth the JSP should plan for has not yet been established.

The growth types are included as it is good practice to consider broad options at an early stage in the plan-making process and the feedback received will help inform the next stage of consultation, which is due to be on spatial options.

Is there any other supporting information available?

Supporting information includes a series of Topic Papers on key planning issues, which summarise what Government guidance requires us to do, and how we expect the JSP to address key issues. There is also the Vision Report prepared by consultants Prior and Partners which explains how the proposed vision and objectives set out in the consultation document has been developed. A Sustainability Appraisal Scoping Report considers the key documents the plan will need to have regard to, and also sets a suggested framework against which the social, economic and environmental credentials of the plan can be assessed.

These are available on the 'Background documents' page of the website at www.swhertsplan.com.

Other documents which may be of interest include the Statement Of Common Ground which has been signed by all the participating authorities and sets out how we will work together on the JSP and what broad issues the JSP will cover. There are also minutes from the JSP Member Planning Panel to view. These are available here: <https://www.swhertsplan.com/governance-and-papers>

Can I comment on the Sustainability Appraisal Scoping Report?

Yes. As required by planning regulations, we have published a Sustainability Appraisal Scoping Report to accompany the 'Realising our Potential' document. This has been prepared by specialist consultants LUC. Its role is to:

- a) consider the key documents the plan will need to have regard to;
- b) set a suggested framework against which the social, economic and environmental credentials of the plan can be assessed; and
- c) provide an initial assessment of the suggested growth types against this draft framework.

If you wish to comment on this document please leave your feedback on www.swhertsplan.com or send your feedback by email haveyoursay@swhertsplan.com or post comments to:

SW Herts Joint Strategic Plan team
c/o Dacorum Borough Council
The Forum
Marlowes
Hemel Hempstead
Hertfordshire
HP1 1DN

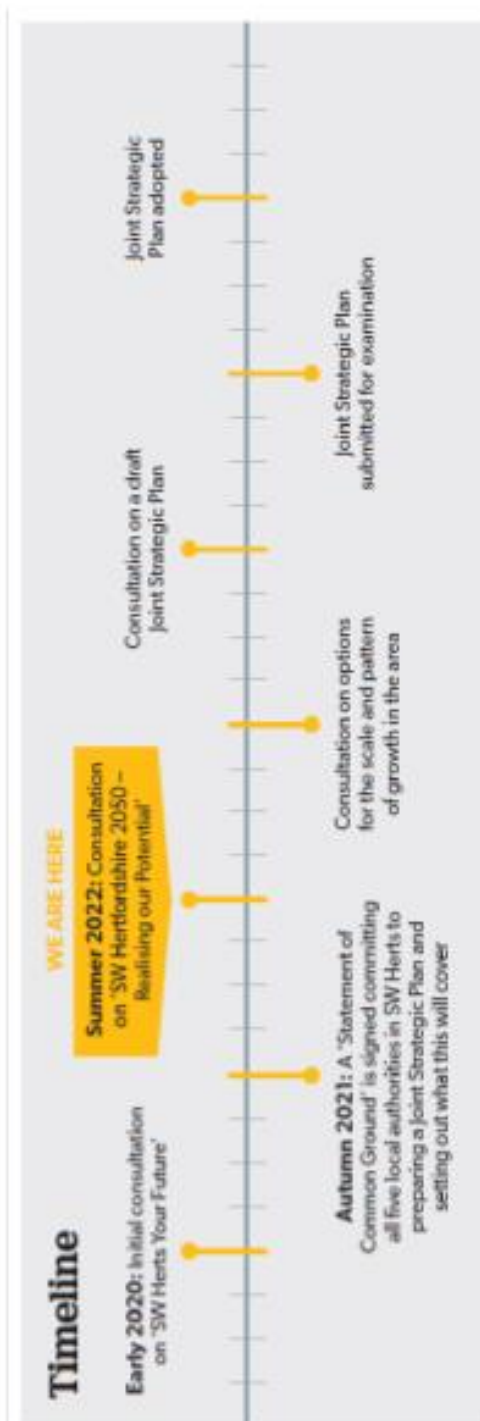
Responses to the SA Scoping Report must be received by **5pm on Friday 4th November 2022.**

Can I put forward a site for consideration?

No. At the current time, as we are not carrying out a 'Call for Sites.' We already have a good understanding of land availability through work carried out by the districts as part of their Local Plan processes – albeit this does not cover the full period to 2050. We also feel that long-term growth options should initially be guided by a consideration of the most sustainable locations, rather than constrained by what land may or may not be currently available.

What are the next steps?

The 'South West Hertfordshire – Realising our Potential' consultation marks the first formal stage of consultation on the SW Herts Joint Strategic Plan. The next stages are outlined in the timeline below. We cannot confirm the precise dates for these next stages yet, as they depend upon the progress of the current round of district Local Plans. Keep an eye on the JSP website www.swhertsplan.com for updates, or register on our consultation database and you will be notified when future consultations take place.



Notification emails / letters

Email sent from JSP website 5/9/22

Note: the same text was used for the email sent to the JSP database contacts from the haveyoursay@swhertsplan.com email.

From SW Herts Joint Strategic Plan
Reply to haveyoursay@swhertsplan.com
To 1126 recipients
Subject Consultation on SW Herts Joint Strategic Plan 2050



South West Hertfordshire 2050
Realising our Potential



Consultation on SW Herts Joint Strategic Plan 2050

Dear Sir / Madam,

The five councils that make up South West Hertfordshire are working together to produce a Joint Strategic Plan (JSP). This plan will address some of the biggest issues and challenges facing the area to 2050. The councils are Dacorum Borough, Hertsmere Borough, St Albans City and District, Three Rivers District and Watford Borough, supported by Hertfordshire County Council.

The plan will create a vision for South West Hertfordshire, setting out the priorities for the area, ensuring transport, education and healthcare infrastructure is co-ordinated and ensure new homes and jobs are delivered in the right places.

What is this consultation about?

The *Realising our Potential* document marks our first formal consultation as we begin preparation of the JSP. We are asking for feedback on a draft vision and objectives for the area, and for views on some very high level growth types we could consider. We are not asking about specific development sites, or asking for views on housing or jobs numbers at this early stage in the plan preparation process. This *Realising our Potential* document is accompanied by a Sustainability Appraisal Scoping Report which we are also inviting comments on.

How can I comment?

You have registered for our online consultation platform at www.swhertsplan.com/consultation so we would encourage you to use this system to give your feedback. All of the consultation material is available to view and

download from here. Hard copies of the consultation documents are also being held at local libraries and at your local borough / district main council office reception. If you do not wish to submit your comments using the online consultation platform, please see our website for the postal and email address to use when submitting comments.

You may also receive a duplicate email notification about this consultation from our JSP email if your contact details are also held on our consultation database.

Comments must reach us by **5pm on Friday 4th November 2022.**

How can I find out more?

We have prepared some FAQs which should answer any questions that you may have about this consultation and the JSP more broadly. These are available on our website.

Kind regards,

Chris Outtersides

SW Herts Joint Strategic Plan Director

Notification letter



South West Hertfordshire JSP team
c/o Dacorum Borough Council
The Forum
Marlowes
Hemel Hempstead
HP1 1DN

haveyoursay@SWHertsplan.com

Potters Bar Library

The Elms
High Street
Potters Bar
EN6 5BZ

Date: 30 August 2022

Dear Head Librarian,

CONSULTATION ON 'REALISING OUR POTENTIAL' - SW HERTS JOINT STRATEGIC PLAN 2050

What is the SW Herts Joint Strategic Plan?

The five Councils that make up South West Hertfordshire are working together to produce a Joint Strategic Plan (JSP). This plan will address some of the biggest issues and challenges facing the area to 2050. The five councils are Dacorum Borough, Hertsmere Borough, St Albans City and District, Three Rivers District and Watford Borough, supported by Hertfordshire County Council.

The plan will create a vision for South West Hertfordshire, setting out the priorities for the area, ensuring transport, education and healthcare infrastructure is co-ordinated and ensure new homes and jobs are delivered in the right places.

What is this consultation about?

The 'Realising our Potential' document marks our first formal consultation as we begin preparation of the JSP. We are asking for feedback on a draft vision and objectives for the area, and for views on some very high level growth types we could consider for the area. We are not asking about specific development sites, or asking for views on housing or jobs numbers at this early stage in the plan preparation process. This 'Realising our Potential' document is accompanied by a Sustainability Appraisal Scoping Report which we are also inviting comments on.

We have enclosed two sets of the consultation material. Please can you hold these in your reference section until the close of the consultation on 4th November. We would also be grateful if you could display the enclosed posters.

How can residents comment?

All of the consultation material is available at www.swhertsplan.com/consultation, where residents can also submit their comments online.

If anyone would like a copy of any of the documents emailed to them, then they can request this by emailing us. Copies of the document are also being held at local libraries and copies have been sent to town and parish councils.

The consultation begins on Monday 5th September and comments must reach us by **5pm on 4th November 2022.**

We are encouraging residents to submit their comments online at www.swhertsplan.com/consultation.

Comments can also be emailed to haveyoursay@SWHertsplan.com or posted to:

South West Herts JSP team
c/o Dacorum Borough Council
The Forum
Marlowes
Hemel Hempstead
Herts
HP1 1DN

How can residents find out more?

We have prepared an FAQ document, some copies of which are enclosed, which should answer many questions that residents may have. Alternatively, if there are any additional questions the JSP team can be contacted via the email address above.

Yours sincerely,



Chris Outtersides
SW Herts Joint Strategic Plan Director

GiveMyView notification email



Dear community member,

The new survey for South West Hertfordshire is closing soon, have you voted? This new phase of consultation is asking for feedback on a draft vision and objectives for the area.

This is your last chance to join others who have voted.

[Vote Now](#)

[view this email in your browser](#)

Find us online

[f](#) [t](#) [i](#)

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Please do not reply directly to this email. This was sent from an address that cannot accept responses.
For questions or assistance, visit our [contact page](#).

Our mailing address is:
C/O Bishop Fleming, 10 Temple Back, Bristol, BS1 6FL

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#)

JSP website extracts

Sample survey pages – foreword



South West Hertfordshire 2050

Realising our Potential



Home / South West Hertfordshire 2050 - Realising our Potential

South West Hertfordshire 2050 - Realising our Potential



Foreword

As Leaders of the six authorities that make up South West Hertfordshire, we are pleased to introduce a vision for the future of our area and to seek your feedback.

This consultation marks the first exciting step in a new approach to long term planning in South West Hertfordshire, covering the areas of Dacorum Borough, Hertsmere Borough, St Albans City and District, Three Rivers District and Watford Borough.

The South West Herts Joint Strategic Plan (JSP) will establish a collective ambition and set a blueprint for the future of the area to 2050. Eventually it will need to address big issues like the scale and location of new growth, the infrastructure needed to deliver it and our response to the challenges of climate change. However at this stage it is not about housing or employment numbers, or locations for growth. We don't yet know where growth should go, but we know we want it to happen as sustainably as possible.

This is your chance to tell us how you think our area can realise its full potential and how we can ensure sustainable growth provides a better future for everyone. In section 5, you will find a draft vision and objectives for our area, which we want your thoughts on. This will then guide future stages of our plan.

We want the preparation of the Joint Strategic Plan to be an open process. This initial document is therefore designed to stimulate debate. We want the plan to be visionary, aspirational and use growth as an opportunity to improve the quality of life for those who currently live, work and play in the area, and those who wish to do so in the future.

When developing our draft vision, we have tried to recognise the many assets and strengths of SW Herts – in terms of our built, natural and human resources. We have also tried to ensure that we make the most of our economic strengths, enhance the quality of our life and reduce and adapt to the impact of climate change.


We want to talk to as many people as possible to ensure that the process of preparing the plan is fully collaborative and inclusive. Only by planning collectively for a sustainable future that benefits all our existing and new residents and businesses can we truly realise our area's potential together.

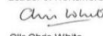
We look forward to hearing what you have to say.


 Clr Andrew Williams
 Leader of Dacorum Borough Council


 Clr Sarah Nelmes
 Leader of Three Rivers District Council


 Clr Morris Bright
 Leader of Hertsmere Borough Council


 Clr Peter Taylor
 Mayor of Watford Borough Council


 Clr Chris White
 Leader of St Albans City & District Council


 Clr Richard Roberts
 Leader, Hertfordshire County Council

Next page



Realising Our Potential Contents

- 1 Introduction 
- 2 Our world is changing 
- 3 SW Herts today 
- 4 Planning for infrastructure 
- 5 The draft Vision (including sub-sections on the Six Pillars) 
- 6 Shaping the future 
- 7 Making it happen 
- 8 Next steps 
- 9 Appendix: Background to the Joint Strategic Plan 

[REGISTER](#) to get involved and send your comments

Related Pages

- Consultation on the Joint Strategic Plan, 'Realising our Potential'
- Sustainability Appraisal Scoping Report
- Background Documents



South West Hertfordshire 2050

Realising our Potential



Home / 5. The draft vision - tell us what you think

5. The draft vision - tell us what you think



We have drafted a vision statement for the South West Herts Joint Strategic Plan, which we would like your feedback on. This vision has been developed in line with issues raised about our environment, and living, working, playing and moving around in the area.

Our vision statement

Realising our potential

"South West Herts will realise its full potential of being globally connected, nationally recognised and locally cherished. Known for its creative spirit, collaborative working and willingness to accelerate positive change, it will be a place where sustainable growth provides a better future for everyone."

Setting clear objectives

The objectives we set today will shape the lives of generations to come. And this is where it starts... In order to achieve our vision, we have established six pillars to guide us. These set out our ambitions for the key areas that the plan will cover. Each pillar contains a number of more specific objectives that are designed to help shape future policies within the Joint Strategic Plan, and wider investment decisions in the area. Through these pillars we aim to understand current and future needs and desires of those who live and work in the area, and where we want to be by 2050.

The Six Pillars

The Pillars are described below. Please select each for more information.

| | |
|---|--|
| Living green in a healthy natural environment | What if SW Herts made living green easy and led our country's response to climate change? |
| Growing opportunities to work locally | What if SW Herts was a place where investors, innovators, entrepreneurs and creators chose to come together? |
| Living in healthy, thriving local communities | What if SW Herts was an affordable, sustainable and fulfilling place to live? |
| Moving easily in well connected places | What if SW Herts had more people moving around by public transport, bikes and on foot than by car? |
| Building homes and places that people are proud of | What if SW Herts became nationally recognised as providing a high quality of life? |
| Delivering robust and sustainable infrastructure | What if SW Herts was cleaner and greener, with more robust and sustainable infrastructure? |

These pillars are expanded in more detail over the following pages. We would like your feedback on each of these and the objectives that sit beneath them.

[Previous page](#)

[Next page](#)

4 Planning for infrastructure

5a Pillar: (a) Living green in a healthy environment

What do you think?

Questions on the draft vision

Please send us any comments you may have on this topic below. We'd like to know if the draft vision statement summarises your aspirations for the future or if there are any changes you would like to see.

If you want to upload any supporting material for this or any other question, please do so as part of any other comments you may have on [Section 7, "Making it Happen"](#).

COMMENT HERE

Realising Our Potential Contents

- 1 Introduction
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- 6 Shaping the future
- 7 Making it happen
- 8 Next steps
- 9 **Appendix:** Background to the Joint Strategic Plan

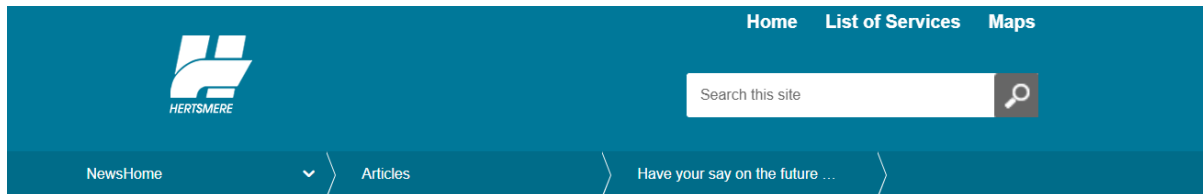
REGISTER to get involved and send your comments.

Related Pages

- Consultation on the Joint Strategic Plan, 'Realising our Potential'
- Sustainability Appraisal Scoping Report
- Background Documents

Press release examples

Consultation launch press release



Have your say on the future of South West Herts



Last Modified September 05, 2022

[Share this page](#)

Views on the future of South West Hertfordshire are being invited, as a draft vision for the area which aspires to accelerate 'positive change' is now open for public consultation.

The [South West Hertfordshire 2050 - Realising Our Potential](#) document, includes a draft vision and objectives for the area until 2050 and marks the first formal plan-making stage for the South West Herts Joint Strategic Plan (JSP), which we've drawn up with [St Albans City and District Council](#), [Dacorum Borough Council](#), [Three Rivers District Council](#) and [Watford Borough Council](#), supported by [Hertfordshire County Council](#).

The document covers all aspects of life in South West Hertfordshire and considers how to tackle the big issues and opportunities that lie ahead for the area, including the challenges of climate change. Responses to this consultation will help shape the more detailed content of the plan as it progresses.

Hertsmere Borough Councillor Dr Harvey Cohen, Portfolio Holder for Planning said: "Our borough is changing, as is the rest of South West Hertfordshire, and we've been working with the other local authorities in the area, supported by Hertfordshire County Council, to consider how we can meet the challenges and make the most of the opportunities that lie ahead.

"The South West Hertfordshire JSP will set out a blueprint for the whole of South West Hertfordshire, including Hertsmere, to 2050. The vision and objectives in this document will inform that plan and provide a bedrock from which all future decisions about the JSP will be made.

"It's vital as many people as possible comment on this document, so we can be sure the final plan reflects the needs and aspirations of our residents and businesses."

Chair of the SW Herts Member Group and Leader of St Albans City and District Council, Cllr Chris White said: "South West Hertfordshire is a wonderful place to live, work and visit – but we need to think about the future.

"The five local authorities which make up the area, supported by Hertfordshire County Council, have been working on a plan which will address key issues and opportunities for our area until 2050, such as climate change and the transition to zero carbon.

"This document marks the first step towards delivering that plan, and we want to hear from you on the particular issues that matter to you. Every comment matters to us.

"At this stage, we don't know yet where growth should go, but we know we want it to happen sustainably, and we want the key pieces of infrastructure in place to support that growth.

"Tell us how you think our area can realise its full potential - your views will help shape the future of South West Hertfordshire."

The [South West Hertfordshire 2050 – Realising our Potential](#) has been developed following a poll in early 2020, which generated more than 14,500 comments, a series of workshops, and an online engagement exercise, in which participants were asked what type of future they would like to see.

In addition, residents and businesses are being asked to give their views on a Sustainability Appraisal Scoping report, which will help us consider the environmental, social and economic effects of the joint strategic plan.

SW Herts is one of only a small number of councils in the UK working together in this way. By considering the longer-term future of a bigger area as whole, the opportunities for the future such as more Government funding for infrastructure improvements are greater.

The SW Herts JSP will not replace Local Plans. Dacorum, Hertsmere, St Albans City & District, Three Rivers and Watford are still required to have in place their own up-to-date plans.

The full document is available to view [here](#). Responses can be submitted until 5pm on Friday 4 November.

Posted on Monday 5th September 2022



My Watford

Council Services

Search watford.gov.uk



Home > Latest news > Two weeks left to have your say on SW Herts' future

Two weeks left to have your say on SW Herts' future

Residents and businesses have just two weeks left to give their views on the future of South West Hertfordshire, as part of a public consultation on a draft vision of the area...



Share on



More than 3000 people have already responded to the consultation on the South West Hertfordshire 2050 - Realising Our Potential document. The document, which includes a draft vision and objectives for the area until 2050, marks the first formal plan-making stage for the South West Herts Joint Strategic Plan (JSP) and covers all aspects of life in South West Hertfordshire, as well as the big issues and opportunities that lie ahead for the area, such as the challenges of climate change.

It has been drawn up by Hertsmere Borough Council, St Albans City and District Council, Dacorum Borough Council, Three Rivers District Council and Watford Borough Council, supported by Hertfordshire County Council. Responses to the consultation are invited until 5pm on Friday 4 November.

The South West Hertfordshire 2050 - Realising our Potential document has been developed following a poll in early 2020, which generated more than 14,500 comments, a series of workshops, and an online engagement exercise, in which participants were asked what type of future they would like to see.

In addition, residents and businesses are being asked to give their views on a Sustainability Appraisal Scoping report, which will help us consider the environmental, social and economic effects of the joint strategic plan.

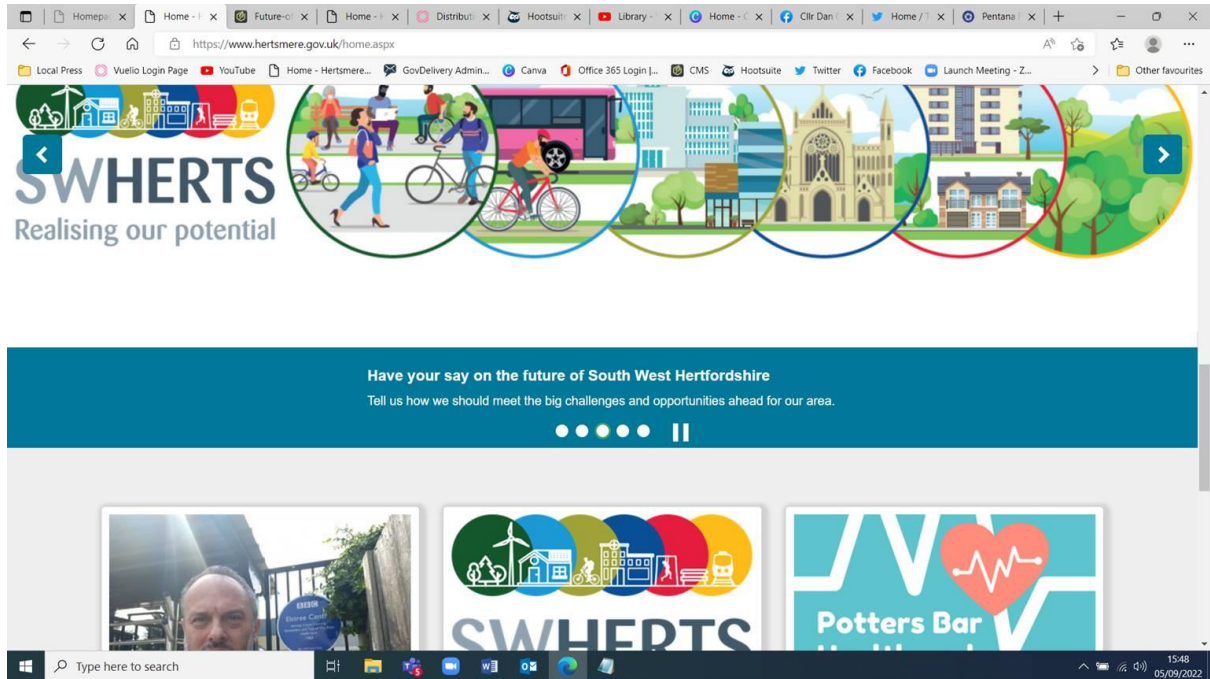
SW Herts is one of only a small number of councils in the UK working together in this way. By considering the longer-term future of a bigger area as whole, the opportunities for the future such as more Government funding for infrastructure improvements are greater.

The SW Herts JSP will not replace Local Plans. Dacorum, Hertsmere, St Albans City & District, Three Rivers and Watford are still required to have in place their own up-to-date plans.

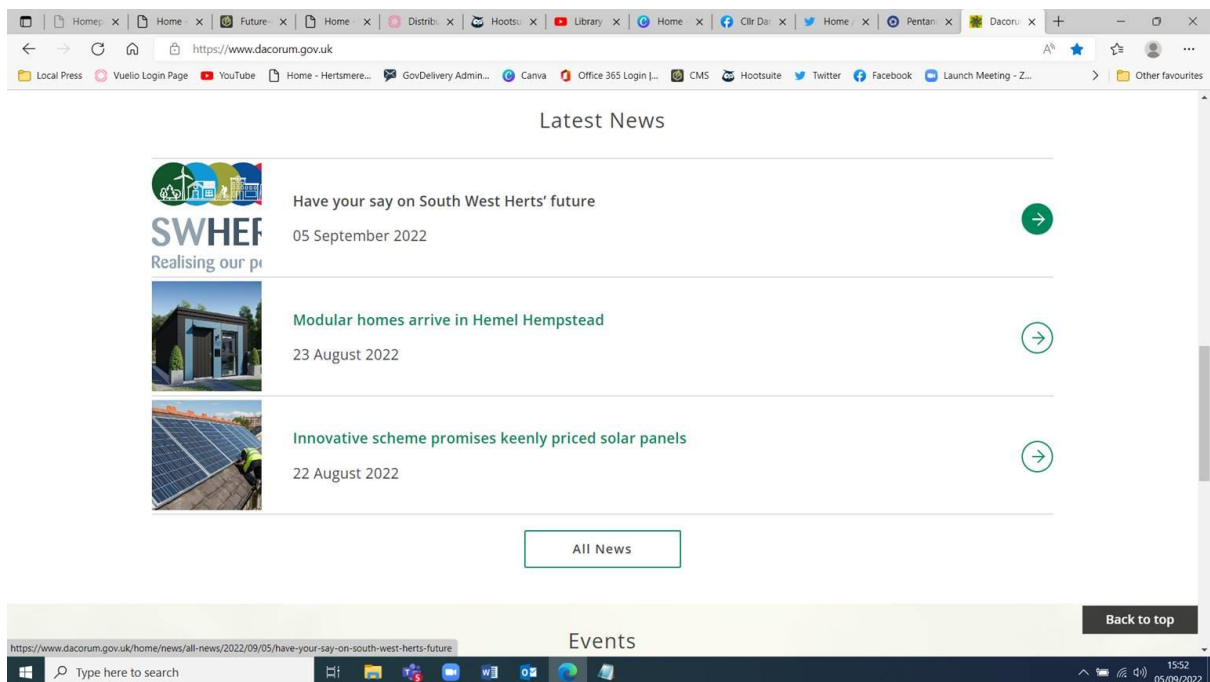
The full document is available to view at www.swhertsplan.com/consultation.

Council website promotion

Hertsmere Council homepage



Dacorum homepage



St Albans homepage

The screenshot shows the St Albans City & District Council homepage. At the top, there is a navigation bar with the council logo, a search bar, and links for 'Pay Online', 'Do it Online', and 'Menu'. Below this is a 'Latest news' section with a 'Get free updates' sign-up form. The main content area features a carousel of four news items: 'SWHERTS Joint Strategic Plan', 'New contract for management of eight major sport and cultural facilities agreed', 'Solar Together: scheme to cut emissions and reduce energy bills launched', and 'Museum + Gallery awarded VisitEngland's quality mark'. The Windows taskbar at the bottom shows the date as 05/09/2022 and the time as 15:50.

Watford Council homepage

The screenshot shows the Watford Council homepage. The main content area features two news items. The first is titled 'Have your say on South West Herts' future', published on 5th September 2022, with an aerial view of a town. The second is titled 'Local cycling enthusiasts invited to join Watford Cycle Forum', published on 31st August 2022, with a photo of cyclists on a path. The Windows taskbar at the bottom shows the date as 05/09/2022 and the time as 15:49.

Three Rivers Council homepage

Homepage | Home - Hertsmere Borough Co... | Home


https://www.threerivers.gov.uk

Local Press | Vuelio Login Page | YouTube | Home - Hertsmere... | GovDelivery Admin... | Canva | Office 365 Login |... | CMS | Hootsuite | Twitter | Facebook | Launch Meeting - Z... | Other favourites

Council Meetings

Quick links

- Your guide to the Three Rivers area >
- Business support >
- Leisure and culture >



Swap your old clothes and help the environment for Great Big Green Week

06th September 2022


A host of free activities will be taking place in Three Rivers this month as part of the national Great Big Green Week campaign to highlight the need for...

[Go to news >](#)

Waiting for a bus made easier in Three Rivers, thanks to real-time updates

06th September 2022


Electronic displays have been installed at bus stops across Three Rivers - providing passengers with real-time updates to help encourage more people to...



Have your say on SW Herts' future

05th September 2022

Views on the future of South West Hertfordshire are being invited, as a draft vision for the area which aspires to accelerate 'positive change' is...



Spotlight on Services

Type here to search

12:18 07/09/2022

Council e-newsletters

Three Rivers 'Stay Connected 21/9/22



Have your say on SW Herts' future



Views on the future of South West Hertfordshire are being invited, as a draft vision for the area which aspires to accelerate 'positive change' is now open for public consultation.

[Read more](#)



Realising our Potential



www.swhertsplan.com/consultation

Have your say on SW Herts' future

We're planning for the long-term future of South West Hertfordshire and we want to hear from you.

Our Realising our Potential document is now available for comment. It sets out the issues and opportunities for our area now and in the future. Together we can plan for the future of the area.

Our consultation runs until 5pm on 4 November.

[Find out more and comment](#)



Community News September 2022 Edition from St Albans City and District Council
St Albans City and District Council sent this bulletin at 22-09-2022 02:03 PM BST



Have your say on the future of South West Herts



SWHERTS

Joint Strategic Plan

Realising our potential

Views on the future of South West Hertfordshire are being sought as a draft vision for the area has opened for public consultation.

We have teamed up with four other Councils – Dacorum, Hertsmeire, Three Rivers and Watford - to produce a Joint Strategic Plan to 2050 for the area.

This will help guide future plans for tackling issues such as climate change, infrastructure, environmental protection, employment and housing.

You can see the draft vision document, *South West Hertfordshire 2050 - Realising Our Potential*, and give your views here. The consultation runs until Friday 4 November.

Hertsmere Works - Issue 11 - October 2022

Hertsmere Borough Council sent this bulletin at 20-10-2022 09:22 AM BST



Have your say on SW Herts' future

There are just over two weeks to have your say on the future of South West Hertfordshire.

The *South West Hertfordshire 2050 - Realising Our Potential* document, includes a draft vision and objectives for the area until 2050 and marks the first formal plan-making stage for the South West Herts Joint Strategic Plan.

The document covers all aspects of life in South West Hertfordshire and considers how to tackle the big issues and opportunities that lie ahead for the area, including the challenges of climate change.

We're preparing the SW Herts JSP in partnership with St Albans City and District Council, Dacorum Borough Council, Three Rivers District Council and Watford Borough Council, supported by Hertfordshire County Council.

The SW Herts JSP will not replace Local Plans. We are still required to have in place an up-to-date Local Plan for our area.

Responses can be submitted until 5pm on **Friday 4 November 2022**.

This bulletin was sent to the following groups of people:

Subscribers of Climate Change and Sustainability, Council news, Local Plan, Planning and building control, or Planning policy and conservation, (21028 recipients)



Have your say on the future of SW Herts



Your views on the future of South West Hertfordshire are being invited, as a draft vision for the area is now open to public consultation.

SWHERTS Joint Strategic Plan Realising our potential

The [South West Hertfordshire 2050 - Realising Our Potential](#) document, includes a draft vision and objectives for the area until 2050 and marks the first formal plan-making stage for the [South West Herts Joint Strategic Plan](#). The document covers all aspects of life in South West Hertfordshire and considers how to tackle the big issues and opportunities that lie ahead for the area, including the challenges of climate change.

We want to hear from you on the particular issues that matter to you, or the whole document. Every comment matters to us.

We're preparing the SW Herts JSP in partnership with St Albans City and District Council, Dacorum Borough Council, Three Rivers District Council and Watford Borough Council, supported by Hertfordshire County Council.

The SW Herts JSP will not replace Local Plans. We are still required to have in place an up-to-date Local Plan for our area.

Responses can be submitted until 5pm on Friday 4 November 2022.

Working with you, for you, improving our communities, our places.

Contact us

www.hertsmere.gov.uk

customer.services@hertsmere.gov.uk

020 8207 2277

Civic Offices, Elstree Way, Borehamwood, WD6 1WA

Watford Urban Room invitation



SWHERTS
Joint Strategic Plan

Have your say on the key issues in your area

Realising our Potential



www.swhertsplan.com/consultation

The five councils that make up South West Hertfordshire - Watford, Dacorum, Hertsmere, St Albans City & District and Three Rivers councils - are working together to create a long term plan for how transport, schools, health and other services can be delivered alongside new homes and jobs up to 2050.

To help us understand the key issues that this plan should focus on, we have published a document called 'South West Hertfordshire 2050 – Realising Our Potential' for comment. This has been drawn up following a range of engagement events and workshops in early 2020, where local people, elected Councillors and representative from a range of organisations were asked what type of future they would like to see for the area.

Join us for this event where we will discuss the content of this document with you and get your views. It's really important that we hear about the issues that are important to residents of Watford and the wider South West Herts area. The views we gather in this consultation will help us plan long term for our area and help secure Government funding for future infrastructure improvements.

Details:

21 September, 2.30pm – 4pm
Urban Room at 15-17 Atria Watford
Refreshments provided

Book your place using the link below:

<https://swbjsp.eventbrite.co.uk/>

Give My View poll – marketing material

Adverts – first round



Calling all communities in South West Hertfordshire! It's time for you to have your say. You have the opportunity to voice your priorities for shaping your local area for a brighter future, give your views today.



Your neighbours are responding, now it's your turn! Help South West Hertfordshire become the place you want by sharing your priorities in the survey today.


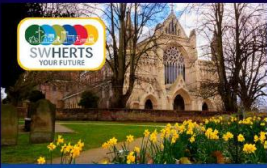







Tring, Harpenden, Hemel Hempstead, St Albans, Watford, Rickmansworth, Borehamwood, Potters Bar and surrounding areas! What moves you? You can help shape the future of South West Hertfordshire today!




People of South West Hertfordshire! What do you believe is the most pressing problem facing people living in your area? Answer the survey today before time runs out.

Adverts – second round

| | | | |
|--|---|---|---|
|  <p>DACORUM THE SURVEY FOR SW HERTFORDSHIRE IS ABOUT TO CLOSE. ANSWER IT NOW</p> |  <p>ST ALBANS THE SURVEY FOR SW HERTFORDSHIRE IS ABOUT TO CLOSE. ANSWER IT NOW</p> |  <p>WATFORD THE SURVEY FOR SW HERTFORDSHIRE IS ABOUT TO CLOSE. ANSWER IT NOW</p> | <p>[TOWN NAME]: What do you believe is the most pressing problem facing people living in your area? The survey for South West Hertfordshire is about to close, answer it now.</p> |
|  <p>HERTSMERE THE SURVEY FOR SW HERTFORDSHIRE IS ABOUT TO CLOSE. ANSWER IT NOW</p> |  <p>THREE RIVERS THE SURVEY FOR SW HERTFORDSHIRE IS ABOUT TO CLOSE. ANSWER IT NOW</p> |  <p>BERKHAMSTED THE SURVEY FOR SW HERTFORDSHIRE IS ABOUT TO CLOSE. ANSWER IT NOW</p> | |



Have you answered the survey for South West Hertfordshire?




THE SURVEY CLOSES SOON 

Your window of opportunity to express your priorities for the future of South West Hertfordshire is closing. Vote right away to avoid missing out!



The survey is closing, what are you waiting for? Take advantage of this opportunity to share your vision for the future of South West Hertfordshire before it's too late.

Emails

| | | |
|--|--|--|
| <p>Subject line: A new survey is open for SW Hertfordshire!</p>  <p>Dear community member,</p> <p>Thank you for taking part in the first phase of the South West Hertfordshire project. The feedback which you and your fellow community members provided was valuable.</p> <p>A new consultation is now open for you to vote. This new phase of consultation is asking for feedback on a draft vision and objectives for the area, and for views on some very high level growth types that could be considered.</p> <p>Continue to influence your local surroundings today.</p> <p>Vote Now</p> | <p>Subject line: Your neighbours have voted, it's your turn!</p>  <p>Dear community member,</p> <p>Did you know there is a new survey for South West Hertfordshire? Thank you for the ideas you gave in the first phase, we now want to dig deeper into your views.</p> <p>This new phase of consultation is asking for feedback on a draft vision and objectives for the area, and for views on some very high level growth types that could be considered.</p> <p>Vote Now</p> | <p>Subject line: Closing soon: Survey for South West Hertfordshire!</p>  <p>Dear community member,</p> <p>The new survey for South West Hertfordshire is closing soon, have you voted? This new phase of consultation is asking for feedback on a draft vision and objectives for the area.</p> <p>This is your last chance to join others who have voted.</p> <p>Vote Now</p> |
| <p>View this email in your browser</p> <p>Find the line</p> <p>Email 1</p> <p>Please do not reply directly to this email as we cannot accept responses. For questions, please contact us on 01438 824444.</p> <p>Our mailing address is: C/O Bishop Farming, 10 Temple Back, Stevenage, SG1 1PL</p> <p>Want to change how you receive these emails? You can update your preferences or unsubscribe from this list</p> | <p>View this email in your browser</p> <p>Find the line</p> <p>Email 2</p> <p>Please do not reply directly to this email as we cannot accept responses. For questions, please contact us on 01438 824444.</p> <p>Our mailing address is: C/O Bishop Farming, 10 Temple Back, Stevenage, SG1 1PL</p> <p>Want to change how you receive these emails? You can update your preferences or unsubscribe from this list</p> | <p>View this email in your browser</p> <p>Find the line</p> <p>Email 3</p> <p>Please do not reply directly to this email as we cannot accept responses. For questions, please contact us on 01438 824444.</p> <p>Our mailing address is: C/O Bishop Farming, 10 Temple Back, Stevenage, SG1 1PL</p> <p>Want to change how you receive these emails? You can update your preferences or unsubscribe from this list</p> |

Examples of paper and digital media coverage

My Local News – 23/9/22



PLAN 2050: South West Herts residents asked for their say on future of area

Published on: 23rd September 2022 | By: Bryn Holmes | Category: Uncategorized

Residents across the region of South West Hertfordshire are being asked for their opinions on a new plan for the future of the area.

The South West Hertfordshire 2050 – Realising Our Potential document details a potential vision for how the area will develop from now until 2050 and marks the first formal plan-making stage for the South West Herts Joint Strategic Plan.

The initiative is being supported by all local councils in the area, including Three Rivers District Council, St Albans City and District Council, Dacorum Borough Council, Hertsmere Borough Council and Watford Borough Council.

The plan has a particular focus on how to tackle the big issues that will face the region in the coming decades, including climate change and the eventual transition to a zero-carbon way of life.

Chair of the SW Herts member group, councillor Chris White, said: "South West Hertfordshire is a wonderful place to live, work and visit – but we need to think about the future.

"The five local authorities which make up the area, supported by Hertfordshire County Council, have been working on a plan which will address key issues and opportunities for our area until 2050, such as climate change and the transition to zero carbon.

"This document marks the first step towards delivering that plan, and we want to hear from you on the particular issues that matter to you. Every comment matters to us."

Residents are now being asked their opinion on the plans. These plans can be viewed at www.swhertsplan.com/consultation, with responses being accepted until 5pm on Friday, November 4. It is also emphasised that this new initiative will not replace Local Plans.

My Radlett News October 2022



Radlett Snippets

Residents invited to take part in survey
Radlett residents are being invited to complete a survey as a draft vision for the area which aspires to accelerate 'positive change' is proposed.
The South West Hertfordshire 2050 – Realising Our Potential document, includes objectives for the area until 2050 and marks the first formal plan-making stage for the South West Herts Joint Strategic Plan.
The full document is available to view at www.swhertsplan.com/consultation
Responses can be submitted until 5pm on November 4.

Author story correction
In the September edition of RADLETTNEWS, we featured an article on page 12 with the headline 'Resident's journey from convict to author captured in film'.
The article was about popular author Jason Cook,



Jason is having his life story turned into a film an ex-convict who turned his life around.
We included an email address for Jason, however, the printed address was incorrect. The correct address is jasoncook@ntlworld.com
We apologise for any confusion.

My Abbots News October 2022

Residents invited to take part in survey
Abbots Langley residents and others across South West Hertfordshire are being asked for their opinions on a new plan for the future of the area.
The South West Hertfordshire 2050 – Realising Our Potential document details a potential vision for how the area will develop from now until 2050 and marks the first formal plan-making stage for the South West Herts Joint Strategic Plan.
The initiative is being supported by all local councils in the area, including Three Rivers District Council, St Albans City & District Council, Dacorum Borough Council, Hertsmeare Borough Council and Watford Borough Council.
Councillor Chris White, chair of the South West Herts member group, said: "This document marks the first step towards delivering that plan, and we want to hear from you on the particular issues that matter to you. Every comment matters to us."
Residents can submit their views on the plans at www.swhertsplan.com/consultation until 5pm on Friday, November 4.

Scheme empowers residents to grow trees
Hertfordshire County Council (HCC) is offering residents the chance to claim free trees as part of its 'Your Tree Our Future' scheme, which will see 100,000 trees given away over the next four years.



The scheme will see 100,000 trees given away

The scheme will help the council deliver on several of its Sustainable Hertfordshire ambitions as planting trees has a positive impact on air quality, helps reduce the carbon in the atmosphere, supports biodiversity, and can help communities adapt to the impacts of climate change.
The scheme was created as part of HCC's Tree and Woodland Strategy, which sets out how the council will increase tree cover in the county.
Hertfordshire residents can visit www.hertfordshire.gov.uk/yourtree where they will be able to choose from a selection of eight different native species or a hedgerow pack, which will be provided on a first-come first-served basis.



Kings Snippets

Residents invited to take part in survey

Kings Langley residents and others across South West Hertfordshire are being asked for their opinions on a new plan for the future of the area.

The South West Hertfordshire 2050 – Realising Our Potential document details a potential vision for how the area will develop from now until 2050 and marks the first formal plan-making stage for the South West Herts Joint Strategic Plan.

The initiative is being supported by all local councils in the area, including Three Rivers District Council, St Albans City & District Council, Dacorum Borough Council, Hertsmere Borough Council and Watford Borough Council.

Councillor Chris White, chair of the South West Herts member group, said: "This document marks the first step towards delivering that plan, and we want to hear from you on the particular issues that matter to you. Every comment matters to us."

Residents can submit their views on the plans at www.swhertsplan.com/consultation until 5pm on Friday, November 4.

Scheme empowers residents to grow trees

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The scheme was created as part of HCC's Tree and Woodland Strategy, which sets out how the council will increase tree cover in the county.

Hertfordshire residents can visit www.hertfordshire.gov.uk/yourtree where they will be able to choose from a selection of eight different native species or a hedgerow pack, which will be provided on a first-come first-served basis.

Residents asked for their say on future of area

Written by Bryn Holmes

Rickmansworth residents are being asked for their opinions on a new plan for the future of the area.


The South West Hertfordshire 2050 – Realising Our Potential document details a potential vision for how the area will develop from now until 2050 and marks the first formal plan-making stage for the South West Herts Joint Strategic Plan.

The initiative is being supported by all local councils in the area, including Three Rivers District Council, St Albans City & District Council, Dacorum Borough Council, Hertsmere Borough Council and Watford Borough Council.

The plan has a particular focus on how to tackle the big issues that will face the region in the coming decades, including climate change and the eventual transition to a zero-carbon way of life.

Chair of the South West Herts member group, councillor Chris White, said: "South West Hertfordshire is a wonderful place to live, work and visit, but we need to think about the future.

"The five local authorities which make up the area, supported by Hertfordshire County Council, have been working on a plan which will address key issues and opportunities for our area until 2050, such as climate change and the transition to zero carbon.



The plan could affect the area's development until 2050

"This document marks the first step towards delivering that plan."

The consultation is open until 5pm on November 5 at www.swhertsplan.com/consultation

Maggie Greenfield
ADCH, MNCH (Reg.)
Therapy Practice
Clinical Hypnotherapist

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Hot Flushes - Low Mood
Weight Issues - Sleep - Anxiety

RECORDS & CDs WANTED



The Herts ADVERTISER

Have your say on the future of south west Herts

 Laura Bill



Published: 10:16 AM September 6, 2022



SWHERTS Joint Strategic Plan

A Joint Strategic Plan is being formulated for south west Herts. - Credit: SWH JSP

A partnership between various local councils aims to shape a strategic plan for the future of south west Herts - and YOUR views are crucial.

The South West Hertfordshire 2050 - Realising Our Potential document, includes a draft vision and objectives for the area until 2050.

It marks the first formal plan-making stage for the South West Herts Joint Strategic Plan (JSP), which is being drawn up by councils including Hertsmere, St Albans, Dacorum, Three Rivers and Watford, supported by County Hall.

The document covers all aspects of life in that part of Herts and considers how to tackle the big issues and opportunities that lie ahead for the area, including the challenges of climate change.

Responses to a public consultation will help shape the more detailed content of the plan as it progresses.

Chair of the SW Herts Member Group, St Albans council leader Cllr Chris White said: "South west Hertfordshire is a wonderful place to live, work and visit – but we need to think about the future.

"The five local authorities which make up the area, supported by Hertfordshire County Council, have been working on a plan which will address key issues and opportunities for our area until 2050, such as climate change and the transition to zero carbon.

"This document marks the first step towards delivering that plan, and we want to hear from you on the particular issues that matter to you. Every comment matters to us.

"At this stage, we don't know yet where growth should go, but we know we want it to happen sustainably, and we want the key pieces of infrastructure in place to support that growth.

"Tell us how you think our area can realise its full potential - your views will help shape the future of south west Hertfordshire."

Hertsmere Cllr Dr Harvey Cohen added: "The vision and objectives in this document will inform that plan and provide a bedrock from which all future decisions about the JSP will be made.

"It's vital as many people as possible comment on this document, so we can be sure the final plan reflects the needs and aspirations of our residents and businesses."

The JSP will not replace councils' Local Plans, and the full document is available to view at www.swhertsplan.com/consultation.

Responses can be submitted until 5pm on Friday November 4.



H News > Hertfordshire News > Planning

First steps taken to grow Watford, St Albans, Three Rivers, Hertsmere and Dacorum in major combined plan

The South West Hertfordshire Joint Strategic Plan will provide a long-term blueprint for the area to 2050

SHARE



Comments

By **Karolina Komada** Multimedia Journalist
15:54, 6 SEP 2022 | UPDATED 15:55, 6 SEP 2022

NEWS



Aerial photo of Watford (Image: Watford Borough Council)

People across South West Hertfordshire are invited to have their say on future in the region they live, as a draft vision for the area which aspires to accelerate 'positive change' is now open for public consultation.

The South West Hertfordshire 2050 - Realising Our Potential document includes vision and objectives for the area. It covers all aspects of life in the region and aims to address the big issues and opportunities that lie ahead, including improving infrastructure or tackling challenges of climate change.

Elected Mayor of Watford Peter Taylor said: "The plan has been developed following a consultation in early 2020 and using this feedback, we are working with other councils towards a single vision for the region that will make it an even better place to live, work and visit.

READ MORE: [Residents at 'inadequate' care home 'at risk of harm', declares damning report](#)

"This is particularly important for Watford, where we are trying to push back against the increased housing targets for our town which are being forced on us from central government. It is vitally important that planning policies and planning decisions are made locally and that local residents are given the power to shape their town.

"One of my key priorities is to improve our infrastructure to make sure that we can provide high quality services to all residents. Please have your say, as by only working together and taking a more strategic, long-term view can we deliver the right infrastructure, the right homes and space for our businesses to grow."

The South West Hertfordshire 2050 – Realising our Potential has been developed following a poll in early 2020, which generated more than 14,500 comments, a series of workshops, and an online engagement exercise, in which participants were asked what type of future they would like to see.

Chair of the SW Herts Member Group and Leader of St Albans City and District Council, Cllr Chris White said: "South West Hertfordshire is a wonderful place to live, work and visit – but we need to think about the future. The five local authorities which make up the area, supported by Hertfordshire County Council, have been working on a plan which will address key issues and opportunities for our area until 2050, such as climate change and the transition to zero carbon.

"This document marks the first step towards delivering that plan, and we want to hear from you on the particular issues that matter to you. Every comment matters to us.

"At this stage, we don't know yet where growth should go, but we know we want it to happen sustainably, and we want the key pieces of infrastructure in place to support that growth. Tell us how you think our area can realise its full potential - your views will help shape the future of South West Hertfordshire."

In addition, residents and businesses are being asked to give their views on a Sustainability Appraisal Scoping report, which will help us consider the environmental, social and economic effects of the joint strategic plan. Hertsmere Borough Councillor Dr Harvey Cohen, Portfolio Holder for Planning said: "Our borough is changing, as is the rest of South West Hertfordshire, and we've been working with the other local authorities in the area, supported by Hertfordshire County Council, to consider how we can meet the challenges and make the most of the opportunities that lie ahead.

"The South West Hertfordshire JSP will set out a blueprint for the whole of South West Hertfordshire, including Hertsmere, to 2050. The vision and objectives in this document will inform that plan and provide a bedrock from which all future decisions about the JSP will be made.

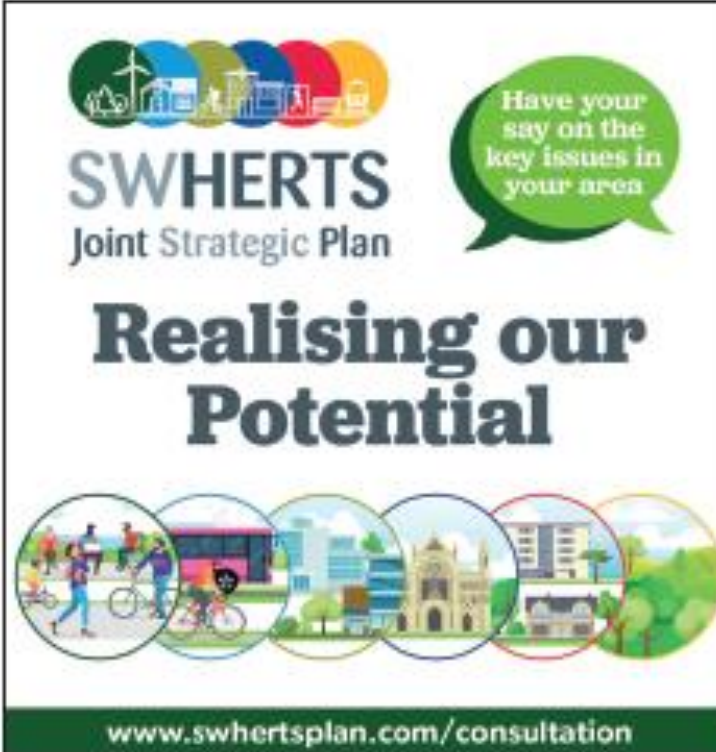
"It's vital as many people as possible comment on this document, so we can be sure the final plan reflects the needs and aspirations of our residents and businesses."

By considering the longer-term future of a bigger area as whole, the opportunities for the future such as more Government funding for infrastructure improvements are greater. The SW Herts JSP will not replace Local Plans. Dacorum, Hertsmere, St Albans City & District, Three Rivers and Watford are still required to have in place their own up-to-date plans.

Inspire Magazine September 2022

❖ Have your say on the future of South West Hertfordshire

Join the conversation about the future of the area. Let us have your views before 5pm on Friday 4th November.



The poster features a header with a row of five overlapping circles in green, blue, yellow, red, and orange, each containing a small icon representing different aspects of infrastructure and community. Below this, the text 'SWHERTS Joint Strategic Plan' is displayed in a bold, sans-serif font. To the right is a green speech bubble containing the text 'Have your say on the key issues in your area'. The main title 'Realising our Potential' is centered in a large, bold, serif font. At the bottom, a horizontal row of six circular icons depicts various scenes: people walking and cycling, a bus, modern buildings, a church, a residential building, and a park. A dark green footer bar at the bottom contains the website address 'www.swhertsplan.com/consultation' in white text.

SWHERTS
Joint Strategic Plan

Have your say on the key issues in your area

Realising our Potential

www.swhertsplan.com/consultation

Local Plan Watch: Herts councils keep joint strategic planning hopes aflame

8 September 2022 by Mark Wilding

Local authorities in South West Hertfordshire are pressing ahead with efforts to produce a joint strategic plan, just weeks after similar efforts in two other areas fell by the wayside.



Dacorum Borough Council (Picture: CCL)

Leaders of six councils in the area have announced [a consultation on the plan](#), describing it as “the first exciting step in a new approach to long term planning in South West Hertfordshire”.

The South West Herts Joint Strategic Plan will set out a vision for the area until 2050, outlining cross-boundary policies and identifying large-scale development sites.

It is being produced by Dacorum Borough Council, Hertsmere Borough Council, St Albans City and District Council, Three Rivers District Council and Watford Borough Council, with support from Hertfordshire County Council.

The districts and boroughs said they still intend to prepare their own local plans, which will sit within the framework set by the joint strategic plan.

The consultation document sets out a draft vision and objectives, including six guiding ‘pillars’: promoting green living and mitigating climate change; growing opportunities to work locally; living in healthy and “thriving” local communities; promoting the use of public transport, cycling and walking; building well-designed homes in the right places and that meet housing needs; and delivering “robust and sustainable” infrastructure.

Describing the South West Hertfordshire plan, the leaders of the six authorities said: “Eventually it will need to address big issues like the scale and location of new growth, the infrastructure needed to deliver it and our response to the challenges of climate change.

“However at this stage it is not about housing or employment numbers, or locations for growth. We don’t yet know where growth should go, but we know we want it to happen as sustainably as possible.”

Issues to be addressed by the plan include climate change mitigation, infrastructure needs, green belt boundaries, and identifying opportunities for homes, jobs, and large-scale growth.

South West Hertfordshire may now be the last hope for joint strategic planning in England, after a series of failed efforts elsewhere.

Last month, plans for a South Essex joint strategic plan [were dropped](#) when seven councils in the region said they would instead collaborate on a non-statutory planning document.

That news came just weeks after five councils working on a joint strategic plan for Oxfordshire announced their emerging strategy [was being scrapped](#) after they failed to reach agreement on housing need.

Of five groups of local authorities that had embarked on joint strategic plans [in mid-2019](#), councils in South West Hertfordshire are now [the last](#) to remain committed to the process. Plans for the [Greater Exeter Strategic Plan](#) and the [West of England Joint Spatial Plan](#) have also since been abandoned.

The consultation runs until 4 November.

The Planner 6/9/22

https://www.theplanner.co.uk/news/news-in-brief-dacorum-launches-south-west-hertfordshire-consultation-devoluti...

A round-up of planning news: Tuesday 6 September, 2022

Dacorum launches South West Hertfordshire consultation

Dacorum Borough Council has launched a public consultation on the future of South West Hertfordshire. Views are sought on a draft vision for the area that aims to accelerate "positive change".

The *South West Hertfordshire 2050 – Realising Our Potential* document includes a draft vision and objectives for the area until 2050.

The South West Herts Joint Strategic Plan is being drawn up by Dacorum Borough Council, St Albans City and District Council, Hertsmere Borough Council, Three Rivers District Council and Watford Borough Council, supported by Hertfordshire County Council.

The full document is available to view [here](#). Responses can be submitted until 5pm on Friday 4 November.

Devolution deal for Nottinghamshire and Derbyshire

Levelling-up secretary Greg Clark has signed a deal with Derbyshire and Derby, Nottinghamshire and Nottingham that will see the area appoint a directly elected mayor.

The mayor of the combined county authority will be responsible for delivering local priorities, backed by a new £38 million-a-year investment fund, totalling £1.14 billion over 30 years. It will have control over the core adult education budget, to boost skills in the region, as well as the ability to increase control over transport.

DEVOLUTION

DACORUM BOROUGH COUNCIL

Plans for a first-floor balcony and new outdoor decking for the Middle Earth Tavern in Whitby have been refused, as an inspector ruled that...

TOP JOBS

CPRE PEAK DISTRICT AND SOUTH YORKSHIRE: PRINCIPAL PLANNING OFFICER

DEPARTMENT OF TOWN PLANNING AND BUILDING CONTROL HM GOVERNMENT OF GIBRALTAR: TOWN PLANNING ASSISTANTS

PEAK DISTRICT NATIONAL PARK AUTHORITY: PLANNER

PLANNER TRADE SEARCH JOBS

TOP NEWS

UK **8 SEPTEMBER** | 0 Comment
TRUSS AIMS TO MAKE UK A 'NET ENERGY EXPORTER BY 2040'

LONDON **7 SEPTEMBER** | 0 Comment
REGENERATION FIRM AND TFL PARTNER TO REDEVELOP EDGWARE

UK **7 SEPTEMBER** | 0 Comment
SIMON CLARKE APPOINTED HOUSING SECRETARY IN TRUSS'S CABINET

Type here to search

Raining now 14:02 08/09/2022

Examples of town and Parish Council website promotion

Chorelywood Parish Council



Consultation on SW Herts Joint Strategic Plan 2050

The five councils that make up South West Hertfordshire are working together to produce a Joint Strategic Plan (JSP). This plan will address some of the biggest issues and challenges facing the area to 2050. The councils are Dacorum Borough, Hertsmere Borough, St Albans City and District, Three Rivers District and Watford Borough, supported by Hertfordshire County Council.

The plan will create a vision for South West Hertfordshire, setting out the priorities for the area, ensuring transport, education and healthcare infrastructure is co-ordinated and ensure new homes and jobs are delivered in the right places.

What is this consultation about?

The 'Realising our Potential' document marks our first formal consultation as we begin preparation of the JSP. We are asking for feedback on a draft vision and objectives for the area, and for views on some very high level growth types we could consider. We are not asking about specific development sites, or asking for views on housing or jobs numbers at this early stage in the plan preparation process. This 'Realising our Potential' document is accompanied by a Sustainability Appraisal Scoping Report which we are also inviting comments on.

How can I comment?

The consultation begins on Monday 5th September and comments must reach us by **5pm on 4th November 2022**.

We are encouraging residents to submit their comments online at www.swhertsplan.com/consultation, where all of the consultation material is available to view. Hard copies of the consultation documents are also being held at local libraries and at your local borough / district main council office reception.

If you do not wish to submit your comments using the online consultation platform, please see our website for the postal and email address to use when submitting comments.

You may also receive a duplicate notification about this consultation direct from our website, if you have directly registered on that system.

How can I find out more?

We have prepared some FAQs which should answer any questions you may have about this consultation and the JSP more broadly. These are available on our website.



Have your say on the future of SW Herts



HERTSMERE Have your say on the future of SW Herts

05 September 2022 Views on the future of South West Hertfordshire are being invited, as a draft vision for the area which aspires to accelerate 'positive change' is now open for public consultation.

The South West Hertfordshire 2050 – Realising Our Potential document, includes a draft vision and objectives for the area until 2050 and marks the first formal plan-making stage for the South West Herts Joint Strategic Plan (JSP), which is being drawn up by Hertsmere Borough Council, St Albans City and District Council, Dacorum Borough Council, Three Rivers District Council and Watford Borough Council, supported by Hertfordshire County Council.

The document covers all aspects of life in South West Hertfordshire and considers how to tackle the big issues and opportunities that lie ahead for the area, including the challenges of climate change. Responses to this consultation will help shape the more detailed content of the plan as it progresses.

Hertsmere Borough Councillor Dr Harvey Cohen, Portfolio Holder for Planning said: "Our borough is changing, as is the rest of South West Hertfordshire, and we've been working with the other local authorities in the area, supported by Hertfordshire County Council, to consider how we can meet the challenges and make the most of the opportunities that lie ahead. "The South West Hertfordshire JSP will set out a blueprint for the whole of South West Hertfordshire, including Hertsmere, to 2050. The vision and objectives in this document will inform that plan and provide a bedrock from which all future decisions about the JSP will be made. "It's vital as many people as possible comment on this document, so we can be sure the final plan reflects the needs and aspirations of our residents and businesses." Chair of the SW Herts Member Group and Leader of St Albans City and District Council, Cllr Chris White said: "South West Hertfordshire is a wonderful place to live, work and visit – but we need to think about the future.

"The five local authorities which make up the area, supported by Hertfordshire County Council, have been working on a plan which will address key issues and opportunities for our area until 2050, such as climate change and the transition to zero carbon.

"This document marks the first step towards delivering that plan, and we want to hear from you on the particular issues that matter to you. Every comment matters to us.

"At this stage, we don't know yet where growth should go, but we know we want it to happen sustainably, and we want the key pieces of infrastructure in place to support that growth.

"Tell us how you think our area can realise its full potential – your views will help shape the future of South West Hertfordshire."

The South West Hertfordshire 2050 – Realising our Potential has been developed following a poll in early 2020, which generated more than 14,500 comments, a series of workshops, and an online engagement exercise, in which participants were asked what type of future they would like to see.

In addition, residents and businesses are being asked to give their views on a Sustainability Appraisal Scoping report, which will help us consider the environmental, social and economic effects of the joint strategic plan.

SW Herts is one of only a small number of councils in the UK working together in this way. By considering the longer-term future of a bigger area as whole, the opportunities for the future such as more Government funding for infrastructure improvements are greater.

The SW Herts JSP will not replace Local Plans. Dacorum, Hertsmere, St Albans City & District, Three Rivers and Watford are still required to have in place their own up-to-date plans.

The full document is available to view at www.swhertsplan.com/consultation. Responses can be submitted until 5pm on Friday 4 November.

Tring Town Council



Latest News



Her Majesty Queen Elizabeth II



SWHERTS Joint Strategic Plan



Platinum Jubilee in Tring – take a look at Tring Together's video of the event!

SWHERTS Joint Strategic Plan

Join the Conversation

Your feedback will help shape our plan for the long-term future of South West Hertfordshire.

Please respond by **Friday 4th November**

Find out more by visiting our website www.swhertsplan.com



Join the conversation

Your feedback will help shape our plan for the long-term future of South West Hertfordshire

Find out more by visiting our website:



Please respond by 5pm Friday 4th November 2022

www.swhertsplan.com/consultation

06 Sept 2022

Examples of district / borough council social media posts

Facebook

 **St Albans City and District Council**
Published by John McLannet · 29 September at 16:30 · 🌐

We're planning for the long-term future of South West Herts with other local authorities - and want to hear from you. Our Realising our Potential document sets out the issues and opportunities for our area. Together we can plan for the future. Have your say until 4 Nov: www.swhertsplan.com/consultation



SWHERTS
Realising our potential

SWHERTSPLAN.COM ⓘ
Consultation on the Joint Strategic Plan, 'Realising our Potential' [Learn more](#)
About this consultation This is your chance to comment on our South West ...

ⓘ Your last request to boost this post was approved [×](#)
To see how your post is performing, select See Insights.

[See Insights and Ads](#) [Boost again](#)

Twitter

 **Dacorum Council** @DacorumBC · Sep 20

We're working with the four local authorities which make up #SWHerts, supported by @HertsCC, on a long-term blueprint of the area.

Our document 'Realising our Potential' sets out a draft vision & objectives until 2050.

orlo.uk/0m1k7

#Haveyoursay before 5pm 4 Nov





 **Three Rivers District Council** @ThreeRiversDC · Sep 6

We're planning for the long-term future of #SWHerts & we want to hear from you.

Read our Realising our Potential document & have your say on the issues & opportunities for our area. Comments invited until 5pm on 4 Nov.

swhertsplan.com/consultation.

#SWHertsPlan #SWHerts2050





Hertfordshire County Council @hertscc · Sep 7
Here is a great opportunity to give your views on life in South West Hertfordshire – what do you value most and what can be improved? A draft vision to cover up until 2050 is now open for public consultation. Have your say: swhertsplan.com/consultation



SWHERTS

Joint Strategic Plan

Realising our potential

🗨️ 2 ❤️ 1 ↗️

Watford Council @WatfordCouncil · 5h
We're working with the four local authorities which make up #SWHERTS, supported by @HertsCC, on a long-term blueprint of the area.

Our document 'Realising our Potential' sets out a draft vision & objectives until 2050.

swhertsplan.com/consultation.

#Haveyoursay before 5pm 4 Nov




Hertfordshire County Council and 2 others

🗨️ ↻️ ❤️ ↗️

Social media schedule for districts / boroughs and county council

(Note: this changed slightly part way through the consultation as promotion was paused due to Queen's death).

| Post content - w/c Monday 5 September | Social media asset | Social media channel |
|--|--|---------------------------|
| <p>We're planning for the long-term future of South West Hertfordshire – and we want to hear from you.</p> <p>Our Realising our Potential document is now available for comment. It sets out the issues and opportunities for our area now and in the future.</p> <p>Go to www.swhertsplan.com/consultation to find out more and have your say.</p> <p>Together we can plan for the future of the area. Our consultation runs until 5pm on 4 November.</p> <p>#SWHerts #SWHertsPlan #SWHerts2050</p> | <p>Sw-h-jsp-1900x600-ad6.jpg</p>  <p>The graphic features the SWHERTS Joint Strategic Plan logo on the left. To its right is a series of five overlapping circles containing icons for a house, a person on a bicycle, a bus, a modern office building, and a cathedral. Below the circles is a green banner with the URL www.swhertsplan.com/consultation. A speech bubble on the left says 'Have your say on the key issues in your area'.</p> <p>Alt text: A series of circles with graphics inside showing homes, bikes, buses, trees, offices and a cathedral.</p> <p>OR</p> <p>Explainer video: South West Herts JSP Issues (01:24 mins)</p> | <p>Facebook/ LinkedIn</p> |
| <p>We're planning for the long-term future of #SWHerts & we want to hear from you.</p> <p>Read our Realising our Potential document & have your say on the issues & opportunities for our area. Comments invited until 5pm on 4 Nov.</p> | <p>Sw-h-jsp-1900x600-ad6.jpg</p> | <p>Twitter</p> |

www.swhertsplan.com/consultation.

#SWHertsPlan #SWHerts2050



Alt text: A series of circles with graphics inside showing homes, bikes, buses, trees, offices and a cathedral.

OR

Explainer video: South West Herts JSP Issues (01:24 mins)

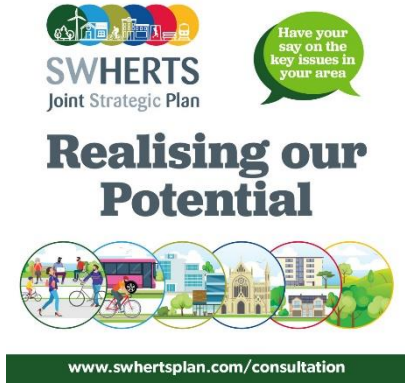
We're planning for the long-term future of South West Hertfordshire – and we want to hear from you.

Our Realising our Potential document is now available for comment. It sets out the issues and opportunities for our area now and in the future.

Together we can plan for the future of the area. Have your say until 5pm on 4 November.

#SWHerts #SWHertsPlan #SWHerts2050



SwH-jsp-1000X1000-ad1




Alt text: A series of circles with graphics inside showing homes, bikes, buses, trees, offices and a cathedral.

Or PropTech videos

Instagram

| Post content - w/c Monday 19 September | Social media asset | Social media channel |
|---|---|---------------------------|
| <p>We're working with the four other local authorities which makes up South West Hertfordshire, supported by @HertsCountyCouncil, on a long-term blueprint for the future of the area to 2050.</p> <p>Our document 'Realising our Potential' sets out the issues and challenges facing the area, and includes our draft vision and objectives for the future.</p> <p>By working together, we are in a stronger position to deliver and better fund the essential local facilities and infrastructure people want to see.</p> <p>Go to www.swhertsplan.com/consultation to have your say and find out more. Comments invited until 5pm on 4 November.</p> <p>Together we can plan for the future of the area.</p> <p>#SWHerts #SWHertsPlan #SWHerts2050 #Haveyoursay</p> | <p>Swh-jsp-1900x600-ad5.jpg</p>  <p>Alt text: A map showing the five borough and districts making up South West Herts.</p> <p>Or</p> <p>Explainer video: South West Herts JSP Overview (01:21 mins)</p> | <p>Facebook/ LinkedIn</p> |
| <p>We're working with the four local authorities which make up #SWHerts, supported by @HertsCC, on a long-term blueprint of the area.</p> <p>Our document 'Realising our Potential' sets out a draft vision & objectives until 2050.</p> <p>www.swhertsplan.com/consultation.</p> <p>#Haveyoursay before 5pm 4 Nov</p> | <p>Swh-jsp-1900x600-ad5.jpg</p>  <p>Alt text: A map showing the five borough and districts making up South West Herts.</p> | <p>Twitter</p> |

| | | |
|---|---|------------------|
| | <p>Or</p> <p>Explainer video: South West Herts JSP Overview (01:21 mins)</p> | |
| <p>We're working with the four other local authorities which makes up South West Hertfordshire, supported by Hertfordshire County Council, on a long-term blueprint for the future of the area to 2050.</p> <p>Our document 'Realising our Potential' sets out the issues and challenges facing the area, and includes our draft vision and objectives for the future.</p> <p>By working together, we are in a stronger position to deliver and better fund the essential local facilities and infrastructure people want to see.</p> <p>Comments invited until 5pm on 4 November.</p> <p>#SWHerts #SWHertsPlan #SWHerts2050 #Haveyoursay</p> | <p>Swh-jsp-1000X1000-ad2</p>  <p>Alt text: A map showing the five borough and districts making up South West Herts.</p> <p>Or Proptech videos</p> | <p>Instagram</p> |

| Post content - w/c Monday 19 September | Social media asset | Social media channel |
|--|---------------------------------|---------------------------|
| <p>What are the key issues that matter to you?</p> <p>We're planning for the future of South West Hertfordshire.</p> | <p>Swh-jsp-1900x600-ad1.jpg</p> | <p>Facebook/ LinkedIn</p> |

We know unemployment in SW Herts is lower than both the national and county average, but there are challenges for our local economy.

Tell us what you think. Go to www.swherts.com/consultation and take part in our online survey.

Together we can plan for the future of the area.

Comments invited until 5pm on 4 November.



Alt text: Two figures carrying suitcases and text '82% of the area's working age population have either a part time or full-time job or seeking a job for the first time.'

What are the key issues that matter to you?

We know unemployment in #SWHerts is lower than both the national and county average, but there are challenges for our local economy.

Tell us what you think before 5pm on 4 Nov: www.swherts.com/consultation


#SWHerts2050 #SWHertsPlan

Swh-jsp-1900x600-ad1.jpg





Alt text: Two figures carrying suitcases and text '82% of the area's working age population have either a part time or full-time job or seeking a job for the first time.'


Twitter


| | | |
|---|---|------------------|
| <p>What are the key issues that matter to you?</p> <p>We're planning for the future of South West Hertfordshire.</p> <p>We know unemployment in SW Herts is lower than both the national and county average, but there are challenges for our local economy.</p> <p>Tell us what you think. Go to the SW Herts website for more.</p> <p>Comments invited until 5pm on 4 November.</p> <p>Together we can plan for the future of the area.</p> | <p>Swh-jsp-1000X1000-ad1</p>  <p>Alt text: Two figures carrying suitcases and text '82% of the area's working age population have either a part time or full-time job or seeking a job for the first time.'</p> | <p>Instagram</p> |
|---|---|------------------|

| Post content - w/c Monday 26 September | Social media asset | Social media channel |
|---|--|---------------------------|
| <p>We, along with the four other local authorities that make up South West Hertfordshire have declared a climate emergency.</p> <p>We need your help to ensure we meet our target of net zero carbon by 2050.</p> <p>Our Realising Our Potential document sets out the key issues and challenges facing our area, including climate change.</p> | <p>Swh-jsp-1900x600-ad4.jpg</p>  | <p>Facebook/ LinkedIn</p> |

| | | |
|---|---|------------------|
| <p>Tell us what you think. Go to www.swherts.com/consultation and take part in our online survey.</p> <p>Together we can plan for the future of the area.</p> <p>Comments invited until 5pm on 4 November.</p> <p>#SWHerts #SWHerts2050 #SWHertsPlan</p> | <p>Alt text: A graphic of a leaf with the phrase 'net zero carbon by 2050' and 'Have you say on the key issues in your area' in a speech bubble.</p> | |
| <p>We, along with the other local authorities that make up #SWHerts, have declared a climate emergency.</p> <p>Our Realising our Potential document sets out the key issues facing our area, including climate change.</p> <p>Tell us what you think before 5pm 4 Nov: www.swherts.com/consultation</p> | <p>Swh-jsp-1900x600-ad1.jpg</p>  <p>Alt text: A graphic of a leaf with the phrase 'net zero carbon by 2050' and 'Have you say on the key issues in your area' in a speech bubble.</p> | <p>Twitter</p> |
| <p>We, along with the four other local authorities that make up South West Hertfordshire have declared a climate emergency.</p> <p>We need your help to ensure we meet our target of net zero carbon by 2050.</p> <p>Our Realising Our Potential document sets out the key issues and challenges facing our area, including climate change.</p> | <p>Swh-jsp-1000X1000-ad3</p> | <p>Instagram</p> |

| | | |
|--|---|--|
| <p>Tell us what you think. Go to the South West Herts website and take part in our online survey.</p> <p>Together we can plan for the future of the area.</p> <p>Comments invited until 5pm on 4 November.</p> <p>#SWHerts #SWHerts2050 #SWHertsPlan</p> |  <p>Alt text: A graphic of a leaf with the phrase 'net zero carbon by 2050' and 'Have you say on the key issues in your area' in a speech bubble.</p> | |
|--|---|--|

| Post content - w/c Monday 3 October | Social media asset | Social media channel |
|---|--|---------------------------|
| <p>We're halfway through our public consultation on the future of South West Hertfordshire.</p> <p>Our Realising Our Potential document sets out the key issues and challenges facing our area.</p> <p>Tell us what you think. Go to www.swherts.com/consultation and take part in our online survey.</p> <p>Together we can plan for the future of the area.</p> | <p>Sw-h-jsp-1900x600-ad6.jpg</p>  <p>Alt text: A series of circles with graphics inside showing homes, bikes, buses, trees, offices and a cathedral.</p> | <p>Facebook/ LinkedIn</p> |

| | | |
|---|---|----------------|
| <p>Our consultation closes at 5pm on 4 November. #SWHerts #SWHerts2050 #SWHertsPlan</p> | <p>OR Explainer video: South West JSP Issues (01:24 mins)</p> | |
| <p>We're halfway through our public consultation on the future of #SWHerts. Our Realising Our Potential document sets out the key issues and challenges facing our area. Have your say before 5pm 4 Nov: www.swherts.com/consultation #SWHerts2050 #SWHertsPlan</p> | <p>Swh-jsp-1900x600-ad6.jpg</p>  <p>Alt text: A series of circles with graphics inside showing homes, bikes, buses, trees, offices and a cathedral.</p> <p>Or Explainer video: South West JSP Issues (01:24 mins)</p> | <p>Twitter</p> |

Data on social media reach

| Borough/ District | Platform, spend and duration of promotion | Content and asset | Reach (number of people who've seen post) | Impressions (number of times post viewed) | Link clicks |
|----------------------|--|---|---|--|-------------|
| Hertsmere | Facebook, £50, Promoted from 6 Sept for 7 days | We're planning for the future of South-West Hertfordshire - link to video. | 5,332 | 7,648 | 165 |
| Watford | Facebook, £100, Promoted from 6 Sept for 7 days. | We're planning for the future of South-West Hertfordshire - link to video. | 12,475 | 35,599 | 602 |
| | Facebook, £50, Promoted from 31 Oct for 5 days. | You've only got until 4 November to have your say on the future of SW Herts | 5,259 | 7,003 | 111 |
| Dacorum | Facebook, £75, promoted over 14 days. | Were working with the four other local authorities which make up South West Hertfordshire – SWH | 8,826 | | 249 |

| | | | | | |
|------------------|--------------------------------------|--|-------|-------|-----|
| | Facebook, £50, promoted over 8 days. | graphic You've only got until 4 November to have your say on the future of SW Herts – generic graphic | 8,748 | | 191 |
| St Albans | Facebook, £30, promoted over 31 days | We're planning for the long-term future of South West Herts with other local authorities | 4,795 | 7.878 | 77 |