

# Maylands Masterplan Plus

## Appendix D: Stakeholder Engagement Report 13.09.2024



Working with



### Revisions tracker

Revision	Date	Description
-	24.05.2024	Draft issue for internal review by consultant team
A	07.06.2024	Final Issue
B	13.09.2024	Revised final issue

# Contents

<b>01 Engagement Overview</b>	<b>4</b>
<b>02 Engagement Responses</b>	<b>5</b>

# Engaging with key stakeholders and local businesses

A range of engagement activities have informed the development of the masterplan and design codes. These activities have ensured the priorities set out in the vision reflect the strategic aspirations of all stakeholders, and ensure the projects identified are deliverable and meet the needs of businesses and landowners.

A series of 1:1 discussions with local authorities and strategic stakeholders were held in the early stages of the project. The focus of these activities were to identify key objectives and priorities whilst also ensuring the masterplan aligns with the projects and initiatives currently underway around Maylands, such as Hemel Garden Communities.

One to one discussions have also been held with key landowners such as The Crown Estate and the British Pipeline Authority.

Businesses based in Maylands were also engaged through two sessions, one in person and one online.

Attendees at these sessions reflected a high representation of financial and business services but no logistics or data centre representation. 13 businesses attended across the two sessions.

		Activities
<b>Local Authority</b>	St Albans District Council	1:1 meeting, briefings and reporting
	Dacorum Borough Council	1:1 meeting, briefings and reporting
<b>Strategic Stakeholders</b>	Hertfordshire LEP	1:1 meeting, briefings and reporting
	Hertfordshire County Council	1:1 meeting and reporting
	The Crown Estate	1:1 meetings
	British Pipeline Agency	1:1 meeting
<b>Business</b>	Local businesses community	In person workshop and online workshop

## Key Findings

### **Sense of place and amenity need to be improved to attract new growth sectors and retain existing businesses**

- Businesses identify the impact of large warehouses and data centres having a detrimental impact on the feel of Maylands
- Many identify a lack of green space as a weakness, particularly as a place to go at lunch time
- Some business envisage leaving to a 'nicer area' if they grow in the coming years
- Businesses would like to see less isolated working, more spaces with a community feel

### **Improving connectivity is key to growth**

- All identify proximity to M1 as a key strength
- Most businesses highlight difficulty of the place for visitors to navigate
- Poor walking routes are a barrier to sustainable travel options and prevent employees from using local services and facilities
- All businesses would like to see transport improved

### **The renewal of Maylands must complement regeneration of the wider town**

- Affordability relative to other locations in Hemel Hempstead, some businesses have been priced out of other locations
- Many businesses grew in Hemel and want to remain
- Hemel Garden Communities should be used to improve the quality of housing on offer and attract more businesses and employees to Maylands

### **Maylands position within the wider region makes it an attractive place to locate and invest**

- Good access to London and proximity to the Ox-Cam arc is a key strength
- Businesses are drawn to Maylands due to its location and access to employee base

### **Maylands must diversify to drive economic growth**

- Most businesses highlight the diversity of existing building stock as a positive
- Businesses identify a lack of flexible office space for growing businesses
- Many businesses see their need for space increasing in the coming years
- Businesses would like convenient access to retail and places to eat within Maylands
- Businesses identifies a lack of mid-sized units

### **Maylands must project a clear identity to grow**

- Communicating a clear message around the opportunity of Maylands is hindered by the fact the Enterprise Zone and wider industrial area have different geographies and characters
- Businesses identify the look and feel of the place as a major weakness in attracting businesses and employees

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