

Dacorum / Hemel Hempstead Ambassadors

Stage 2 - Framework document

13/05/2015

Hemel Hempstead Ambassador vision

Hemel Hempstead Ambassadors will act as the economic champions of Hemel Hempstead, bringing together the knowledge, networks and influence of businesses, organisations and individuals as a powerful force.

Together Ambassadors will influence the place shaping of Hemel Hempstead, in order to compete, attract investment, business and visitors to create a more successful economy for the benefit of everyone.

Ambassadors will buy into an executive club which will help ensure they maintain an environment where businesses will grow and prosper.

Hemel Hempstead story

Hemel Hempstead was developed as a 'new town' after the second World War to house people displaced from London, with the first residents moving in during 1949.

The town continued to grow right through to the 1980s and now has a population of around 90,000 people. There were major developments on all sides of the original Hemel Hempstead which still has an identity of the 'old town'. The initial plan of Jellicoe, the architect for the town was a 'city in a park' and industrial areas were created to ensure that Hemel Hempstead wasn't just a dormitory town, the most significant being on Maylands Avenue.

The town is only 24 miles north west of London and this combined with its green surroundings have always made it popular, it is now the largest urban area in Hertfordshire.

Whilst Hemel Hempstead is a major residential area it is also a significant location for business and home to many well known brands such as Amazon, Bourne Leisure, Britvic and Steria helped by its proximity to London and excellent connectivity.

Making Hemel Hempstead the hero

We all want Hemel Hempstead and its surrounding area to be successful; to attract people to work and live in the area, encourage those here already to stay, persuade investors and developers to see us as a place worth investing in and create and attract new jobs whilst keeping the ones we have. At the same time it is important to raise ambition and aspiration amongst local residents, young people and businesses.

Our success will be determined by the choices people make about us and we need to encourage them to view us in a positive light by explaining why we are special, how we are creating a better place, what we offer and our plans for the future. We need to get on their 'short list' of places to consider.

Of course, many other places are doing the same, so we will have to work harder, smarter and together to be successful and this new 'Hemel Hempstead' story' will make it easier to deliver our message with clarity and consistency. Equally, it will act as the test to measure whether we are improving the quality of 'experience' we offer.

Making Hemel Hempstead the hero

It's important to remember that anyone considering us as a place usually has a number of options in mind. Before they add us to their list they need to have a good feeling of what our place is all about, what sort of reputation it has, what experience they might have here and what's different to do and see. Because it's people who are making these choices the decision is often as much about emotion as it is about facts therefore ensuring that they have a good 'feel' about Hemel Hempstead as a place is critical.

Our story will help to make Hemel Hempstead the hero, by characterising and championing what makes our place special and different.

This story and different thinking about how we develop our place will enhance how we communicate the area through our words and images; influence how we develop our welcome and customer service; determine how we improve the public realm with elements such as signage, landscaping and lighting; and put emphasis on the design and quality of what we build and develop.

So, over time the story will come to shape everyone's emotional and practical experience of Hemel Hempstead. What's more, by seeking to influence how we do things across the area, it needn't cost any more money to make a difference – fresh thinking, not big budgets. It will give us a clear direction for how the area should change and grow and why people should put it on their list of places to be.

Hemel Hempstead is a special place

We've taken a long hard look at our town and area so we know what's special about Hemel Hempstead in order that we can be clear what we need to focus on in order to be thought about and chosen. We're clear on why we are special and how we are different.

Our new story makes Hemel Hempstead the hero, captures the essence of the area and is at the heart of how we are going to get ourselves 'on the map' for all the right reasons.

It is unlikely the words that represent this new thinking about why we are special will be seen by our 'customers' – they describe the essence of the 'new Hemel Hempstead' as opposed to being marketing slogans. They will determine how we develop our proposition through the way we communicate, what we build, the environment we create and the way we behave.

Whilst some describe what we have and the way we are now, they also reflect what we want and need to be in the future – so our approach is both aspirational and rooted in a reality that can be seen today.

The themes of the Hemel Hempstead story

ACCESS ALL AREAS

There is no doubt that the great appeal of Hemel Hempstead is how well connected it is to London, the rest of the country and internationally. The train journey to London Euston is only around half an hour making it easy to commute either way and the M1 and M25 are right on the doorstep. Getting to the Midlands and North of England is as simple as going South and this is appealing in terms of accessing customers and other suppliers.

Hemel Hempstead also benefits from having London Heathrow, Gatwick, Luton and Stansted airports all within easy reach ensuring that it can act as a globally connected centre. The connectivity with the capital makes it effectively a part of the 'London experience' which is hugely attractive to investors and businesses as the city expands.

What's less well known is the fabulous countryside that Hemel Hempstead sits within which is literally 10 minutes drive from the town centre. There are extremely attractive areas and places such as Gaddesden, Tring and Berkhamstead that are just 'up the road'.

This truly is an urban green experience.

The themes of the Hemel Hempstead story

CENTRE OF INDUSTRY AND ENTERPRISE

Whilst many know Hemel Hempstead as a major residential town that knowledge doesn't necessarily extend to the commercial centre it represents. The thriving Maylands Business Park is a major asset for the town yet the two don't support each other as well as they could. There is an opportunity through signage and branding to bring place and park together. The area has an industrial and business heritage and is known for brick and paper making, firework manufacture and newspaper publishing; so commerce is in its DNA.

There is no doubt that its growth both in service and manufacturing businesses is related to its proximity to London, fantastic connectivity and access to skilled people. There is also an availability of development land and the council is renowned for its business and 'grow on' support. The quality of the brands that operate from Hemel Hempstead is testament to its attractiveness. Most importantly there is a contagious entrepreneurial spirit that pervades the area and acts as a stimulant for new companies;

Hemel Hempstead is a place 'you can do business'.

The themes of the Hemel Hempstead story

ACTIVE AND GREEN

Hemel Hempstead to many peoples' surprise manages to achieve a wonderful contrast of a new, growing, changing urban centre and residential town with magnificent countryside and rural attractions that are completely unspoilt. Even within the town there is an attractive dichotomy between the retail centre in the new town and the eating, drinking and cultural offer of the old town.

In the surrounding area there is myriad of places to visit and enjoy including the beautiful Ashridge Estate, National Trust property; Harry Potter World; part of the Natural History Museum at Tring; Whipsnade Zoo; Apsley marina; the Chilterns; Champneys Spa Resort as well as spending time in the beautiful villages of the area.

If you want to get active with your family or by yourself the area boasts many opportunities from the simplicity and easy pace of walking and cycling to the adrenaline fixs provided by the Snow Centre and XC, the extreme sports venue which includes a skate park and caving system. There are also football, cricket and basketball teams to watch and clubs to join.

Hemel Hempstead; one place many experiences.

The themes of the Hemel Hempstead story

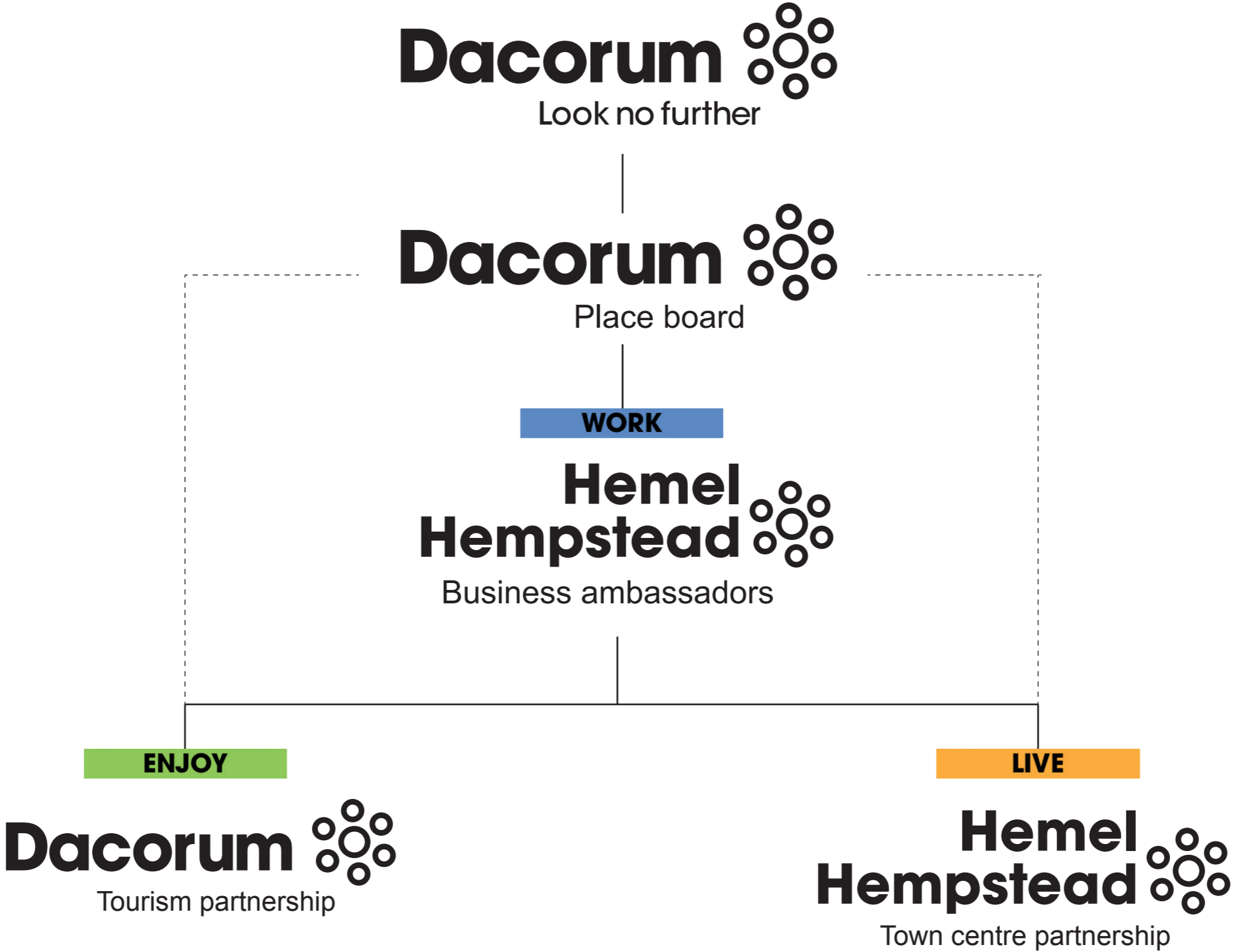
LIVING CHOICE AND VALUE

Being able to work and play in one of the greatest cities on the planet brings many people to London but they can't all afford to live there or perhaps they want a work/life balance which includes green spaces and fresh air. Hemel Hempstead allows you to enjoy the buzz and bustle of the city of London with an amazing quality and pace of life that comes at a price that suits all budgets from affordable to desirable.

There are a choice of places to live from small villages to estates or apartments and as has been highlighted there are a host of amenities in the area. The town centre is being given a new lease of life with transformational public realm and regeneration of its green spaces, the old town has already benefitted from a complete regeneration programme and there are complementary shopping and leisure opportunities in Milton Keynes, Luton and Watford. Hemel Hempstead has the spaces and places for you to want to call it home.

Hemel Hempstead; the London location to build your business and grow your life.

Proposed structure



Place board members

Jean Mcleish	Steria
Andrew Fraser	Frasers
Sally Marshall	Dacorum Borough Council
David Furnell	Furnell Transposrt
Andy Cook	FFEI
Dave Moore	Satellite Creative
Sam Budhdeo	Symbio Energy Ltd
David Bogle	HPCHA
Gitika Kalra	Symbio Energy Ltd/Corona Properties
Ambi Singh	Corona Properties
Martin Fieldman	Dacorum Tourism Partnership
Andrew Williams	Leader of the Council
Peter Willson	Hopespare Ltd
Sue Davies	Bourne Leisure

What are the Ambassadors and why are they so important?

Getting Hemel Hempstead thought about, ensuring its messages are out there and taking responsibility for helping make it more successful is everyone's role, not just the councils' or LEP's and that's where Ambassadors come in.

THEY ARE:

- Organisations who want to see Hemel Hempstead succeed and are enthusiastic about being part of making that happen
- Advocates for the place who want to, and can, explain how it is special through their knowledge of its success stories, businesses, brands and attractions; they 'tell' and 'sell' the Hemel Hempstead story
- People who contribute their ideas, energy and money to ensure the ambitions of the region are understood, heard about and realised
- The very best people to tell our stories to their customers, contacts and friends who are important audiences for Hemel Hempstead
- Organisations who by coming together as Ambassadors gain knowledge, networks, relationships and insight that help them and help the place

What we are aiming to achieve?

The Local Enterprise Partnership, local authorities and many other organisations have been focused on raising the profile of Hemel Hempstead and getting its message heard by those that matter.

WE ARE:

- Providing focus and leadership for the place, not organisations
- Highlighting the achievements, companies, brands, assets and people that make our region competitive, attractive and successful
- Aiming our efforts and activity at decision-makers and influencers outside Hemel Hempstead
- Creating a powerful group of advocates for the region who are our Ambassadors in every sense
- Giving people the knowledge, opportunities and materials so they can 'sell' Hemel Hempstead with confidence and credibility
- Delivering place-led activity that isn't happening and should be, whilst adding value to existing initiatives

Members benefits

- PR activity taking place paid for with member funds, raising the profile of the area
- Business Networking with executive business members
- Attracting & retaining the right staff – Marketing package promoting the place
- Elite Exclusive Club to help ensure a prosperous future
- Members area on website raising business profile by association
- High quality events with high profile speakers
- Local knowledge – informed of what's going on first to impact your business
- Ability to influence future plans

Calendar for Ambassadors 2015-2016

SEPTEMBER 2015 LAUNCH OF THE AMBASSADORS

Possibly a linked event to the September 27th Town Centre Launch festival - a conference dinner on the 25th inviting many potential ambassadors and introducing the Place Manager and the Ambassadors concept – Inspirational speaker and possibly someone from another Ambassador scheme.

Update from DBC on regeneration and future investments such as Town Centre and Maylands.

NOVEMBER 2015

Networking event - High level inspirational speaker pre Christmas (before the Christmas season)

Update from DBC.

JANUARY 2016

Looking forward to 2016

Opportunities and news

Update re Town Centre Business Improvement District (BID)

Highlighting the value of private and public Sector working together and the success it brings

MARCH 2016

Visit for ambassadors

Event in London - House of Commons or The Shard

How to attract investment possibly invite prospective developers set out what Dacorum has to offer

MAY 2016

Event at Ashridge – possibly a focus on recruitment and retention of staff and training

Promoting the Heritage of Dacorum – the tourism agenda

JULY 2016

Summer Ball with and inspirational speaker and highlighting on some local business successes and summing up the Ambassadors progress and outcomes

Update from DBC