

# Hertsmere Vision

*Driving better futures  
2022 - 2027*

October 2021





Shenley Road, Borehamwood



Moatfield Recreation Ground, Bushey



Bushey Academy



The Chapters, Radlett



South Mimms



Holi Festival



Shenley Park

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 Oakmere Park, Potters Bar



# Foreword

At Hertsmere, we embrace change and are working hard to create the future we want for the borough.

We have developed this document during the second year of the Covid-19 pandemic, an ongoing crisis which—among many things—has shown us how quickly we, as a society and as a borough, can and must be reactive and resilient to change.

It has also highlighted the many things that we cherish and that will remain important well into the future: protecting our environment and the many special characteristics of our borough, and ensuring its growth is sustainable; having a diverse, prosperous and creative economy; making sure Hertsmere is a healthy, safe, inclusive and equitable place to live and work.

This vision will help us work together to achieve these outcomes. We want to set a clear, strong, shared ambition for our future around which our Council and its stakeholders can align, and which can inform the many strategies, plans, and projects that we will develop in the coming years.

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**Sajida Bijle**  
Managing Director  
Hertsmere Borough Council



**Councillor Morris Bright MBE**  
Leader of the Council  
Hertsmere Borough Council

# Why we need a vision

## Driving better futures

This vision is our commitment to embracing change and setting the pace of our own future.

We cannot predict everything the future will hold. We do, however, know some things are changing; our future will be affected by trends occurring around the globe, across the country, and in the region.

6 We are living in a climate emergency, and will need to respond to the risks and challenges of a changing world.

In the past year, a global pandemic has brought the nature of how we live, work, shop, exercise and raise our children into sharp focus. Changes made will have lasting effects, with technology in particular becoming even more integrated into our daily lives.

Our population is growing, changing, ageing and becoming more diverse. Whilst collectively we are healthier and living longer, there are still those for whom health inequalities persist.

This vision is therefore a tool for us to acknowledge these changes, embrace them, and respond to them - driving better futures for all.


It's a way for us to define what is important to us both today and in the future. We can then work hard to preserve the spirit, people and places that makes Hertsmere the great place it is now.

It's a shared vision of how we want to live into the future, and the bold, clear actions that will get us there.





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 Dance Arch, Meadow Park, Borehamwood

# A vision with purpose

## Taking forward a shared vision

This vision describes a single position around which all of Hertsmere Borough Council—including its staff and elected members—can align.

It sets a clear framework for the 2022 Corporate Plan update, the Local Plan 2038 and other strategies to follow.

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It provides a clear statement which we can use to promote our position within Hertfordshire, informing the Hertfordshire Growth Board and the South West Hertfordshire Joint Strategic Plan.

Ultimately, it is a vision that inspires and energises collective action.



## The role of the vision

### HERTS GROWTH BOARD

Sets the strategy for growth across Hertfordshire.



### SW HERTS JSP

Sets the strategic vision and direction across SW Herts authorities.



### HERTSMERE VISION

Clear articulation of what Hertsmere stands for and how we commit to delivery.



### HBC CORPORATE PLAN

Sets a shorter term vision for council priorities and actions.



### HBC LOCAL PLAN 2038

Setting a longer term vision and spatial strategy for Hertsmere with detailed development management policies.

# A vision that recognises our opportunities as well as our challenges

## What drives us today

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Hertsmere is a largely **rural** Borough in Hertfordshire, situated immediately to the north of London. With 80% of our borough in **Green Belt** land, the majority of our 105,000 residents live in our **four main towns** - Bushey, Borehamwood, Radlett and Potters Bar - each with their own identity. Excellent **north-south rail and road connections** mean that Hertsmere is very well connected to London and the rest of the country.

It's this mix of green areas, distinct towns, and strong connections that means life in Hertsmere offers a great **balance of city and countryside**.

It is also this location and strong connections which make Hertsmere a great place to establish a business, and the borough has attracted a number of **major employers** as a result. The professional, scientific or technical; construction, and ICT industries are particularly strong. An active film and television industry exists around Borehamwood, which has

a heritage of film and television production dating back to the early 20th century. A budding avionics specialism is currently developing at London Elstree Aerodrome.

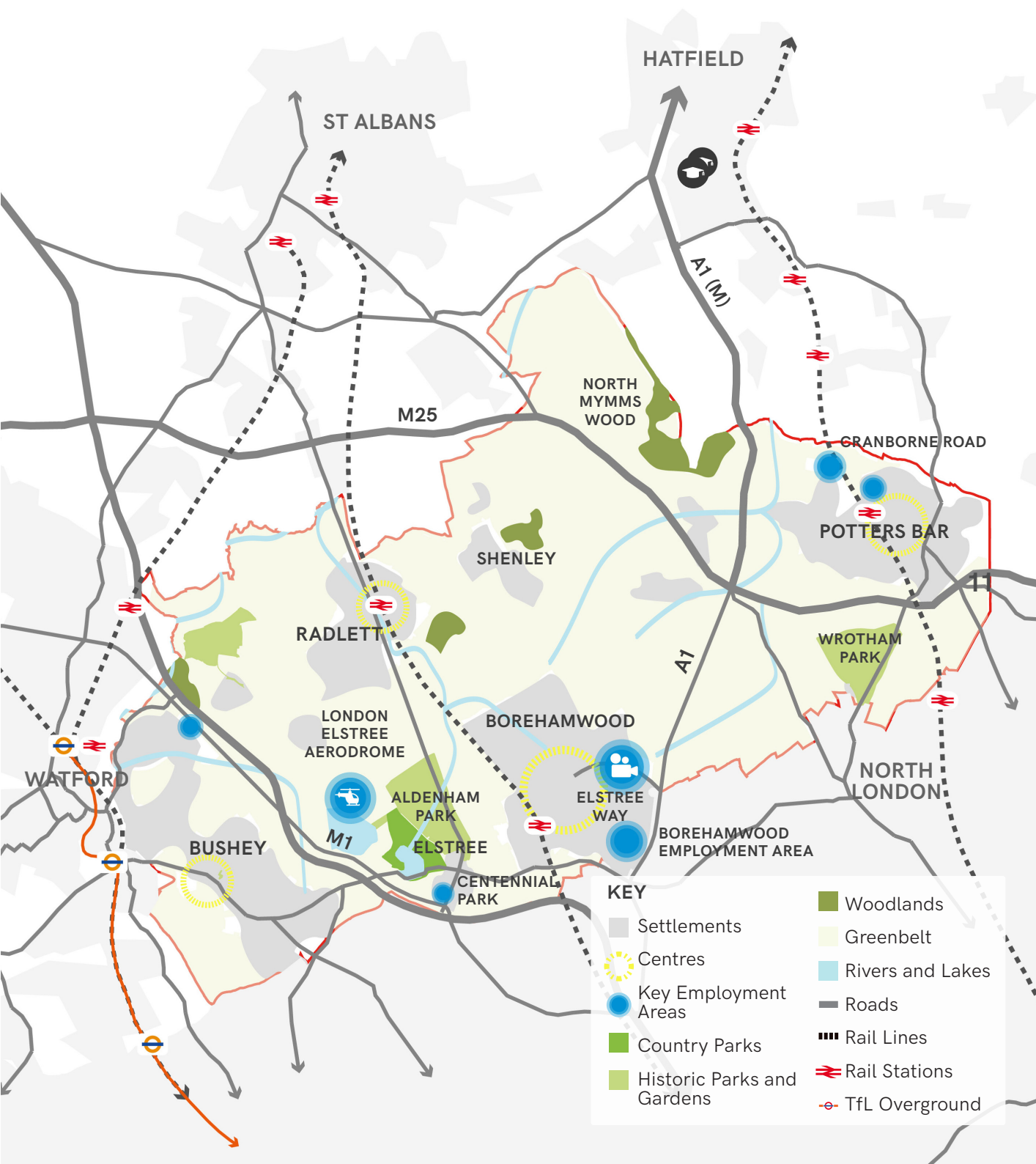
**Small businesses** also make up an important part of the local economy.

However, **proximity to the capital also brings challenges** including recruitment and retention of workers and talent, high house prices which particularly impact first time buyers, along with high and rising private rental costs.

Hertsmere's population today is **growing, aging and diversifying**, with a notable Jewish population and growing South Asian community. While relatively prosperous, pockets of real deprivation exist within the borough with part of Cowley Hill ward in Borehamwood being the most deprived in Hertfordshire and in the top 10% of deprived areas nationally (IMD 2019).

Overall population health is good, although health inequalities do exist.





ST ALBANS

HATFIELD

M25

NORTH MYMMS WOOD

A1 (M)

GRANBORNE ROAD

POTTERS BAR

SHENLEY

RADLETT

WROTHAM PARK

WATFORD

LONDON ELSTREE AERODROME

BOREHAMWOOD

NORTH LONDON

BUSHEY

M1

ALDENHAM PARK

ELSTREE WAY

BOREHAMWOOD EMPLOYMENT AREA

ELSTREE

CENTENNIAL PARK

**KEY**

Settlements

Centres

Key Employment Areas

Country Parks

Historic Parks and Gardens

Woodlands

Greenbelt

Rivers and Lakes

Roads

Rail Lines

Rail Stations

TfL Overground

# A vision that anticipates tomorrow

## What might drive us tomorrow?

### Climate Emergency

The UK Parliament has declared a climate emergency, with Hertsmere Borough Council following suit. In 2019 the UK Government committed to reducing greenhouse gas emissions to net zero by 2050.

Rising global temperatures and the increase in unpredictable weather events such as flash flooding raise fundamental questions about the role and function of the natural and built environment in reducing carbon emissions and allowing us to live sustainable lifestyles.

In the face of climate breakdown, we need to radically change the ways we conduct our lives, societies, and economies; to do so will be both to safeguard the planet and to increase our own resilience.

### A Changing Population

The UK's population is growing, and its demographics and living trends are changing. The country is ageing, though the number of families with children continues to rise in line with population growth. Families are getting smaller. More young adults are living with their parents, and more people are living alone. Home ownership is falling.

Overall, we're living longer and healthier, though health inequalities persist. The built and natural environment in which we live can have a major impact on both our physical and mental health. Access to public transport, distance to local services and a lack of accessible open space can act as barriers to more active lifestyles. Creating well-connected neighbourhoods is one of the greatest opportunities in improving accessibility and enabling healthy lifestyles.

## **Covid-19 Pandemic**

The past year has provided us with no choice but to evaluate the places and spaces in which we live, work, shop, exercise and raise our children. Lines between home, office, crèche, cafe, and gym have blurred; high streets, local centres and parks have become focal points for daily life; and the pandemic has demonstrated the value of access to open spaces and social infrastructure within walking distance.

We have learned that we still yearn to come together as a social people, but that this can take on many shapes and forms. Many have suffered greatly, and recovery may take years.

## **Technology & Digitisation**

Digital systems are increasingly a part of our built environment, economies, social lives and institutions. Changes can be small, like bike sharing, or big, like artificial intelligence. They can be led by authorities, like electric car charging points or contact free car parking payments, or by companies, like ride sharing apps or automated delivery services. They can also be citizen-powered, like open data platforms or online crowdfunding. No matter how small or big, digital innovations are ever-more present in all aspects of society.

From changing how we work and in what industries, to how we shop, connect with friends, consume media or travel, this shift towards digital living poses many challenges for economies, places and governance. But it also has the potential to make our places more efficient, resilient, inclusive, and liveable.



# A vision with a clear framework

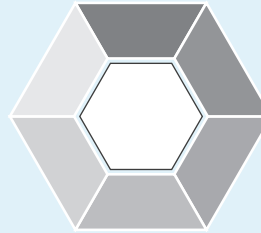


## One approach

Our approach is a single message that defines how we work in Hertsmere. Across all our departments, services, projects, and partnerships, this is our commitment to embracing the future.

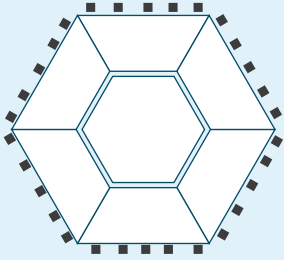
Simple and clear, it will stand the test of time but enable us to flex and remain relevant well into the future. It must resonate with the council as well as stakeholders, partners, residents and businesses.

Our approach is then described across a series of position statements and actions.



## Six position statements

These statements describe what we stand for in Hertsmere. They are focussed on our values, and strong commitments for embracing the future.

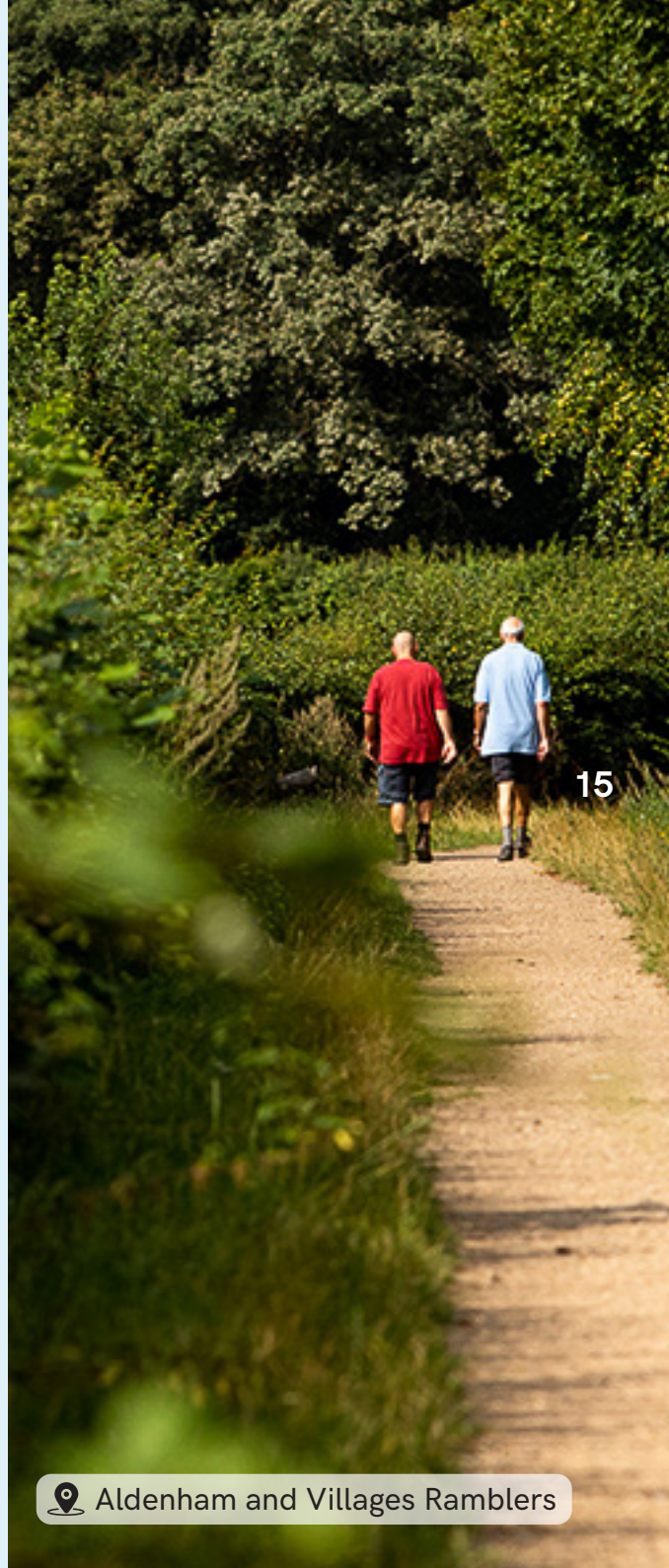


### 30 commitments

The commitments set out in this document allow us to describe with clarity how we plan to deliver against our position statements and achieve our desired outcomes.

However, whilst the tone of the document is purposely forward looking, it's important to note that many of the commitments we're making build on our existing work and are already important to us.

Each commitment will have different delivery requirements, stakeholder involvement and action plans. They may be taken forward in different ways by different strategies and initiatives. By setting these commitments, we hope to be able to catalyse coordinated action and collaboration across sectors and partners in building on our existing strengths and addressing the challenges we face.





# Our approach

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IN HERTSMERE,  
WE ARE PREPARED  
FOR NOW, EMBRACING  
CHANGE AND SETTING  
OUR OWN FUTURE.





# HERTSMERE HAS STRONG IDENTITY

We are a place where the diverse and distinctive nature of our people, towns and countryside are celebrated. We ensure our unique assets provide maximum benefit.

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1.1



### Maximise our location

We will make the most of our unique location: our excellent strategic transport links, our proximity to London, and our great balance of access to both city and countryside.

1.2



### Celebrate our heritage and identities

We will respect, retain and enhance the individual identities of our different towns and villages. We will protect, conserve and enhance the borough's heritage, especially that of film, TV and arts.

1.3



### Know that our place is our people

We will recognise the diversity of those who live and work here, and maximise the benefits of a multicultural society.

1.4



### Encourage vibrant and thriving town centres

We will support our town centres to be thriving, vibrant, attractive and accessible places. We will seek to diversify our centres, enhancing opportunities for civic, community, social and residential uses.

1.5



### Protect our precious green environment

We will promote and enhance access to our unique, special, and valued natural environment.





# HERTSMERE DRIVES SUSTAINABLE GROWTH

We are a place actively planning for a better and more resilient future. Growth is carefully considered to provide places where residents are in close proximity of jobs, daily amenities and recreation opportunities.

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2.1



## Secure the right growth in the right place

We will take a balanced approach in our consideration of locations for new development, focusing on places we know are sustainable, appropriate and will support the future housing needs of our residents.

2.2



## Promote mixed use and efficient development

We will make sure new development maximises potential and offers the right mix of uses that create vibrant places, driving an efficient use of land.

2.3



## Make it easy to move

We will build in places where good public transport options exist or where we know they can be delivered; where it will be easy to walk, cycle or scoot for our daily needs. We will seek to enable great walking, cycling and transport infrastructure so the car is no longer the easiest way to get around.

2.4



## Create places for all

We will recognise the needs of our existing and future generations, actively planning for affordable and intergenerational places where people can live and work well for longer.

2.5



## Value infrastructure first

We will identify the infrastructure investments required to support growth and work with our partners to facilitate delivery and ensure it meets local needs.





# HERTSMERE IS ENTERPRISING

22

We are a place increasing prosperity by being creative, innovative and investable.

We support our people to access new opportunities.



Elstree Screen  
We are the creative aca  
the culture industry



3.1



### Capitalise on our creative industries

We will provide growing opportunities across the film, TV, media and creative sectors. Supporting the current focus at Borehamwood and developing related business across and digital, and creative industries.

3.2



### Grow an innovative and resilient economy

We will embrace innovation and ensure our focus is on creating an economy that is fit for the future - building on the growing leadership in avionics at London Elstree Aerodrome - green, inclusive and digitally enabled.

3.3



### Support big and small business

We will facilitate the clustering of related businesses, creating the right spaces, environments and support to help them flourish, grow, and serve local communities.

3.4



### Help our future workforce match our economy

We will bring our education providers closer to employers. This will help us carefully target training needs to develop a highly skilled local workforce that matches our future economy and keeps talent local.

3.5



### Target the investment we want

We will actively seek to understand early what our future occupiers and investors will demand. This will help us leverage our strategic location in proximity to London to develop our investment proposition and be confident in targeting the right investment.





# HERTSMERE TAKES CLIMATE ACTION

We are a place acting on our pledge to face the climate emergency. Everything we do is focussed on delivering a greener, sustainable and more resilient future.

24



4.1



### **Increase biodiversity and ecology**

We will protect, conserve and enhance our unique natural assets.

4.2



### **Green our infrastructure**

We will promote green living. Well planned natural infrastructure networks will reduce the need for hard infrastructure.

4.3



### **Recycle our resources**

We will encourage a more circular economy which reflects our intention to reduce waste, reuse for longer and recycle as much as we can.

4.4



### **Accelerate towards net zero**

We will take active measures to reduce greenhouse gas emissions by demanding the delivery of greener and energy efficient developments, services, travel and projects.

4.5



### **Seek a cleaner and greener construction industry**

We will require the highest sustainability standards for construction and built development from our partners.





# HERTSMERE IS INCLUSIVE AND EQUITABLE

26

We are a place where communities are proud to say where they are from. Our communities feel safe, secure, healthy and happy.

5.1



### Champion social justice

We will tackle all forms of discrimination, safeguard equality and diversity as core values, work to close the gap in social equity and support the vulnerable members of our communities.

5.2



### Keep residents safe

We will facilitate and support work with our statutory and voluntary sector partners to build a safer, stronger and more cohesive community.

5.3



### Improve mental and physical wellbeing

We will facilitate improvements in the physical and mental health of our communities and reduce health inequalities, striving for everyone to have access to good leisure resources to help us all lead healthier and happier lives.

5.4



### Support inclusive communities

We will work in partnership so that there is a just and fulfilling life to be lived in Hertsmere for everyone, where no one is left behind. All ages, incomes, religions, ethnicities, genders and sexual orientations are welcome.

5.5



### Create affordable communities

We will strive to enable housing that is affordable, varied and flexible, where opportunities and accessible homes mean our children choose to stay here.





# HERTSMERE IS OPEN AND COLLABORATIVE

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We are a place that values partnerships and relationships. We recognise that things work better when we share ambitions and work together to overcome challenges.



6.1



### **Lead with purpose**

We will ensure clarity on what we want to achieve, leading our future from the front.

6.2



### **Maintain relationships**

We will build on our history of strong partnerships with stakeholders and Hertfordshire County Council, providing stability to help us deliver services and outcomes that are valued by all.

6.3



### **Act with integrity**

We will continue to act with integrity and demand the best from ourselves and our partners.

6.4



### **Communicate regularly and honestly**

We will seek new and inclusive ways in which to involve our communities and stakeholders in the projects we advance and decisions we take. We will empower residents and businesses to act towards the betterment of our borough and its people.

6.5



### **Embrace and champion change**

We will recognise the growing shift to more agile and flexible work patterns and embrace new technologies to support better ways of working and delivering services.

# The vision on one page



- 1.1 Maximise our location
- 1.2 Celebrate our heritage and identities
- 1.3 Know that our place is our people
- 1.4 Encourage vibrant and thriving town centres
- 1.5 Protect our precious natural environment

- 2.1 Secure the right growth in the right place
- 2.2 Promote mixed use and efficient development
- 2.3 Make it easy to move
- 2.4 Create places for all
- 2.5 Value infrastructure first

- 3.1 Capitalise on our creative industries
- 3.2 Grow an innovative and resilient economy
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- 6.2 Maintain relationships
- 6.3 Act with integrity
- 6.4 Communicate regularly and honestly
- 6.5 Embrace and champion change





This document has been prepared by Prior + Partners on behalf of Hertsmere Borough Council, 2021.

