



Creative Hertsmere

Think... Develop... Act...

Economic Development Strategy

Direction of Travel Document

Consultation Draft

Deadline for response: 30 April 2014

Spring 2014



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By 30 April 2014



Foreword

Hertsmere is a great place to live and work and has a diverse and relatively strong economy with enormous potential to grow further.

Creative Hertsmere sets out the council's vision to ensure we have a thriving, vibrant and prosperous economy going forward and one which is underpinned by creativity and enterprise.

The area hosts a wide range of business and enterprise with a particular emphasis on creative industries and niche pharmaceutical activity. There are a number of major employers across different sectors in the borough, and these include for example Soundcraft and Studer; and Canada Life in Potters Bar; Pizza Hut and Cardiff Pinnacle in Borehamwood, and Costco and Porcelanosa in Bushey, and Cancer Research UK and Bio Products Laboratory in South Mimms.

The borough is home the world renowned creative film and media facilities at the council owned Elstree Studios and BBC, and is also home to the Elstree University Technical College which has a special focus on the technical skills, trades, crafts and technologies that support the entertainment, film, television, theatre, visual arts and digital communication industries.

The council has an important role to play in shaping our local economy but cannot achieve this in isolation and therefore a crucial element of our strategy will be to work in partnership to support and grow new and existing businesses and to attract inward investment. We wish to see the economy grow and prosper generating employment opportunities and we need to ensure we have a valued local skilled workforce in place to take advantage of those opportunities.

This direction of travel consultation draft is the first step to the council developing its economic strategy and I would encourage your early engagement. Your feedback and comments will inform the final strategy and action plans, marking a positive step on our journey to ensure economic prosperity and wellbeing, and to improve the quality of life for everyone.

Councillor Seamus Quilty
Housing and Economic Development Portfolio Holder
Hertsmere Borough Council



Introduction

The purpose of Creative Hertsmere is to present, as the basis for delivery, the council's aims and proposed actions for improving economic prosperity across the borough so that residents and businesses can thrive and contribute to creating sustainable communities.

In developing the 'Creative Hertsmere' vision, the council recognises the importance of considering all aspect of community life and champions the concept of Smart Growth (as promoted by the Hertfordshire Local Enterprise Partnership) that embraces and responds to the dynamic relationship between the borough's economy and its diverse communities and places.

The council cherishes the area's economic heritage associated with the creative sector and will seek to ensure this sector remains a driver for local economic development.

The council will use Creative Hertsmere to underpin joint working with partners and build better relationships with businesses in Hertfordshire and the wider economic geography to optimise the benefits of collaboration and unlock the full potential of the area's resources.

The borough of Hertsmere...

...has significant **assets:**

- Excellent strategic location abutting London. Direct access to motorway (M25, M1 and A1(M)) and rail networks including an 18 minute rail journey to London St Pancras (and onward international and southern rail services) and excellent connections to Heathrow, Gatwick, Luton and Stansted Airports
- High quality homes, private airfield, countryside and places of interest, making the area an attractive location to invest, live, work, learn and visit
- Existing employment sites at Elstree Way, Centennial Business Park and Cranborne Road Industrial Area
- Home to Elstree Studios, the BBC and Arsenal Football Club's training ground
- Proactive council which saved Elstree Studios by acquiring the site
- Strong socio-economic profile of the borough
- Schools, both public and private, are some of the best in the country

...is determined to overcome **challenges:**

- Encourage growth which reinforces the principles of London's Greenbelt
- Overcrowded and congested trains
- Poor access to some key employment sites e.g. Cranborne Road
- Lack of cohesive town centres in Borehamwood, Potters Bar and Bushey
- Poor gateways and entrances
- Lack of further education provision
- Pockets of deprivation characterised by low skills within the resident population
- High levels of congestion on main transport routes

- Some areas suffering from a poor quality built environment and public realm

...is presented with a number of **opportunities:**

- Commercial sites ready for development
- New University Technical College to help promote the creative sector
- Untapped footfall associated with transport connectivity and film and television industry
- Emerging evening economy

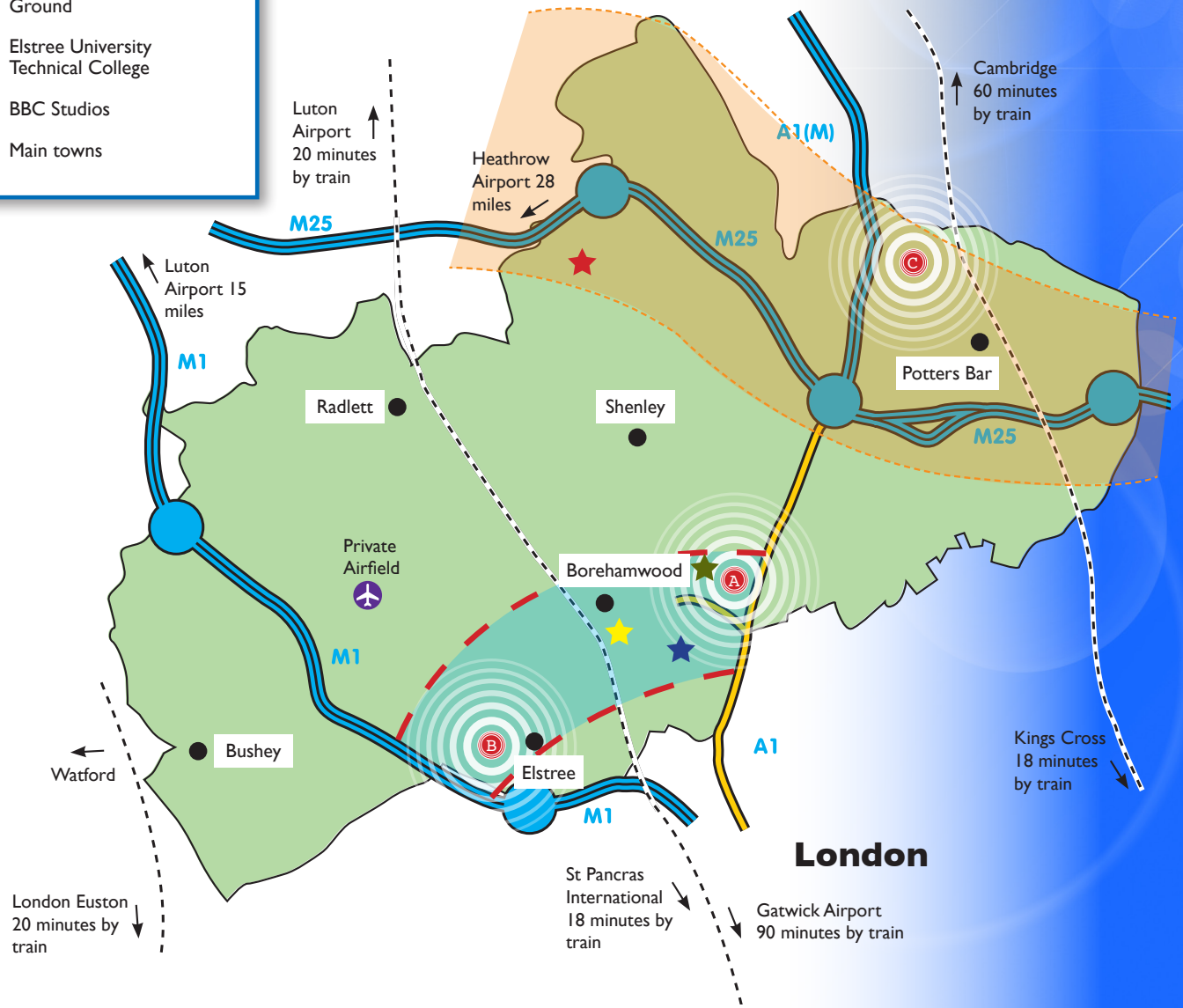


Elstree Way, Borehamwood



Parkfield, Potters Bar

Strategic context



The Vision

To grasp the challenges and opportunities faced and unlock the full potential of the borough's assets, Creative Hertsmere's vision is that:

By 2026 the borough will have a thriving, vibrant and prosperous economy that is underpinned by creativity and enterprise which:

- Drives innovation and business growth to deliver the 8,000 jobs cited in the core strategy
- Has a well educated and skilled population
- Supports creative driven economic development within the borough and across the wider area with a particular focus on the television and film industry
- Leads and champion town centre improvements to improve the retail and leisure offer across the borough
- Creates a labour market where the educational institutions meet the current and future needs of the economy.

The Strategic Priorities

To translate this vision into action the following priority projects will be pursued:

Creating Certainty for Investment through strong leadership that will put in place critical infrastructure, a coherent and robust policy framework and a joined up "can do" approach to deliver the following work programmes:

- **PP1- 'Invest Hertsmere'** to develop key sites, to improve both physical and digital connectivity of the area, and to market what Hertsmere has to offer.
- **PP2- 'Vibrant Hertsmere'** to increase the attractiveness of the borough.

Nurturing Employment and Enterprise through providing tailored support, promoting exports, providing high quality "fit for purpose" accommodation, developing key sectors and driving effective networks all of which will be provided by delivering the following work programmes:

- **PP3- 'Enterprising Hertsmere'** to support local businesses with advice and infrastructure including modern flexible accommodation.
- **PP4- 'Hertsmere Connect'** to provide business engagement and support delivery.
- **PP5 - 'Hertsmere Business Charter'** to ensure council services support and nurture the local economy.

Championing Learning and Skills through working with employers and training providers to deliver the following work programme:

- **PP6 - 'Skilling Hertsmere'** to promote apprenticeships, traineeships, work placements and entrepreneurship which will reinforce the existing strong skill base.

Quality Places that will focus on unlocking the economic potential of the borough through:

- **PP7 - 'South Hertfordshire/ North London Creative Corridor'** focuses on the M25 corridor and is currently being explored with neighbouring authorities. This will be tested and, if appropriate, developed as part of the consultation process.
- **PP8 - 'Elstree Creative Corridor'** covering the east / west corridor stretching from the M1 through Borehamwood and Elstree to the A1 and encompassing the Elstree Way Employment Area, Centennial Park Industrial Area, Borehamwood town centre and other commercial opportunity sites.
- **PP9 - 'Town Centre Improvement Strategies'** which will look at improving the vitality and viability in Borehamwood, Potters Bar and Bushey.

Sector Focus

To support all types of businesses across the borough with a particular emphasis on creative industries, scientific research and development, and niche pharmaceutical activity. This will include undertaking sector analysis as the basis for forming sector groups and action plans.

About this consultation draft

The council wants to capture the thoughts, ambitions and actions of our partners so that together we are able to drive delivery through effective joint working.

Feedback is therefore sought on all aspects including content, structure and branding. The following questions are presented to help prompt discussion and feedback:

1. Do you agree with the overall vision and priorities?
2. Have all the assets, challenges and opportunities been identified?
3. Which business sectors are the most/least important for the borough's economy?
4. What are the barriers preventing business growth?
5. Who should be involved in delivering Creative Hertsmere?
6. How should we measure success?
7. What other images can be used to promote the borough?
8. What can your organisation do to support the delivery of Creative Hertsmere?

Please feel free to contact the Economic Development team if you wish to discuss any related matters. Members of the team are available to come to your organisation to talk about Creative Hertsmere on a one-to-one basis or as part of a larger group.

All comments received will be collated, analysed and presented in a feedback matrix that will consider each comment with a response and an indication as to how it will inform the final version.

It is envisaged that the final version will be published in summer 2014, after which focus will be placed on:

- Putting in place governance and joint working arrangements to oversee and drive delivery
- Ensuring Creative Hertsmere is reflected and reinforced through other key policies including, in particular, the council's Local Plan and the Hertfordshire Local Enterprise Partnership's Strategic Economic Plan and associated delivery arrangements
- Ensuring Creative Hertsmere is reflected and reinforced in the business and operational plans of partner organisations
- Putting in place performance management arrangements to monitor progress and update actions as required

Comments should be sent by post or email to the addresses on the contents page by:

30 April 2014

Working in Partnership...

List of partners and logos to be agreed as part of the consultation process and will be included in the final version.