

Iceni Projects

South West Hertfordshire

Initial Engagement Results

July 2020



SWHERTS
YOUR FUTURE



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Executive Summary

1.1 | Overview

The five local planning authorities within South West Hertfordshire (Dacorum Borough Council, Hertsmeire 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 consider what would be needed to develop a Joint Strategic Plan (JSP), with the intention to proactively plan for the area's growth beyond 2036, up to and past 2050.

Iceni Projects initially supported the six local authorities in South West Hertfordshire in preparing a Communications Plan to support the JSP programme, funded by the Planning Advisory Service (PAS). Following agreement of the Communications Plan, one of the early recommendations of the Plan was to deliver an initial piece of engagement with the community, prior to any formal work commencing on the development of the JSP.

The timing of the engagement was critical, with Iceni recommending that it happened before the JSP evidence base was developed and before any spatial conclusions were reached. This was agreed by the authorities.

The engagement focussed on gaining insight into priorities, issues and opportunities across the area. The aim was also to widen community participation early in the process, particularly amongst young people.

This report summarises the results of the first stage of work arising from the Communications Plan.

1.2 | The Process

A targeted social media campaign was undertaken over an initial 4-week period, directing people to an online poll, hosted externally. The campaign was supported with all Member briefings held across all six authorities, Town and Parish Council briefings, as well as meetings with the local business community. At these meetings, attendees were directed to the online poll. The engagement was also promoted through newsletters, posters and the handing out business cards with a QR code. Details of the meetings attended and a copy of material used is included in Appendix 4 of this report.

The social media adverts ran for 4 weeks from 12th February to 10th March 2020. The platforms used included Facebook, Messenger, Instagram and Audience Network. The poll remained open after the 4 week period of online adverts to allow for any further responses following the traditional adverts and attendance at meetings. The poll closed on 24th April 2020.

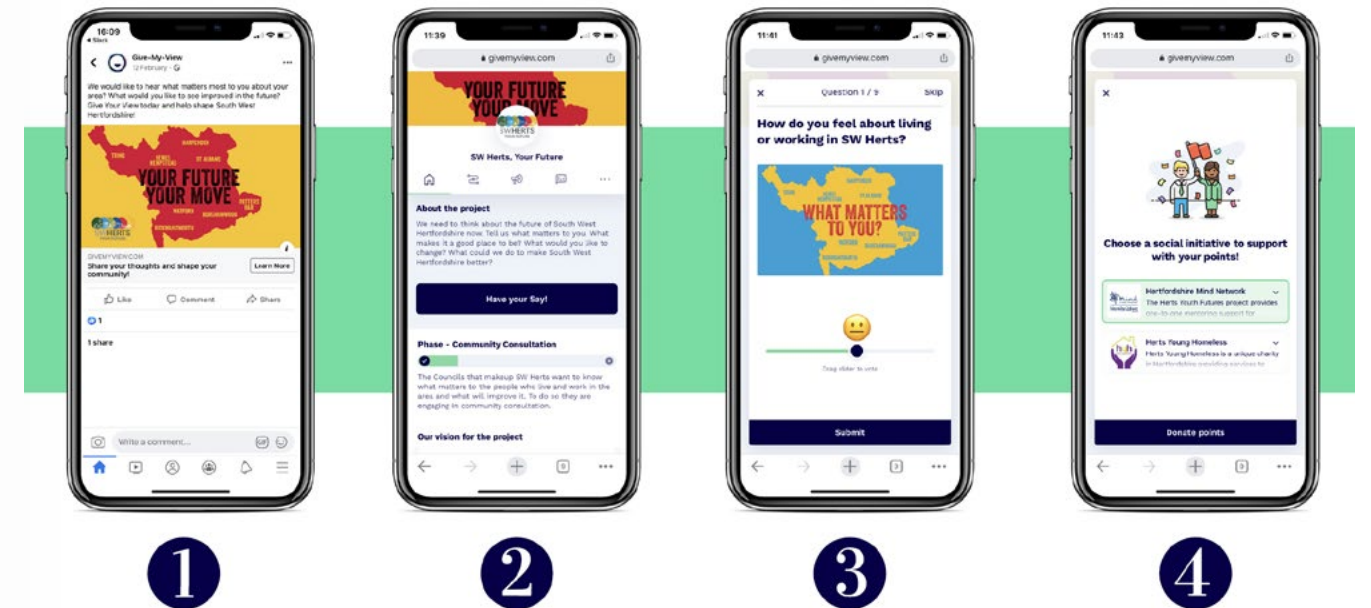
1.3 | Summary of Phase 1 Engagement

In summary, the website achieved **10,158** visits with **3,270** members of the community completing the poll and providing **14,950** pieces of individual feedback.

The community also left over **2,000** pieces of 'free text' written feedback, in addition to the poll questions.

Approximately **600** people provided contact details to say they would like to be involved in the future.

EXAMPLE USER JOURNEY



Introduction

Introduction

2.1 | Purpose of this Document

This report has been prepared by Icen Projects, with help from Give my View, on behalf of Dacorum Borough Council, Hertsmere Borough Council, St Albans City and District Council, Three Rivers District Council, Watford Borough Council and Hertfordshire County Council. It provides a record of the engagement carried out, together with a summary of the findings.

The appendices to the report contain a breakdown of respondents, comments and a record of the publicity and consultation material produced during the process.

2.2 | Icen Engagement

Icen Engagement provides stakeholder engagement, public consultation and communications services to support the creation of great places.

The team is made up of planning, design and communications professionals with direct experience of development, planning, community development and design, and have a track record of supporting clients in delivering effective and meaningful dialogue with local communities.

Give my View supported the process, working closely with Icen Projects and the client group. The client group involved Chris Outtersides, Director of the JSP, together with planning and communications officers from each authority.

2.3 | The Aims

The aims of the initial stage of engagement were to:

- Start to build awareness, understanding and generate interest in the process, resulting in greater participation downstream;

- Establish a true two-way dialogue, enabling all stakeholders to become actively involved in the development of an area plan;
- Allow the South West Hertfordshire authorities to start to effectively communicate the benefits of a joined up planning approach and what benefits this could bring to the area;
- Inform the technical work that has now commenced, by providing information related to priorities, issues and opportunities; and
- Directly engage young people in the process and record their views on a series of key issues.

2.4 | The Process

Icen Engagement were initially appointed by the Planning Advisory Service (PAS) to prepare a communications plan for the programme. A clear recommendation arising from the work was to undertake some preliminary engagement.

This report sets out the results of that initial engagement process.

It was agreed that the initial stage of work, as set out in the communications plan, would be to undertake a digital engagement exercise incorporating a series of highly engaging short videos. The core activity was a targeted social media campaign using the animated adverts to direct people to a visual online polling system.

We undertook four weeks of targeted adverts in conjunction with Give my View with 98% of respondents completing the poll during that period. The campaign was supported (all pre COVID-19) by distributing business cards at events signposting

the online consultation with the URL and a QR code. The engagement was also advertised and promoted on council LinkedIn and Facebook pages and in council magazines and local publications. Following the end of the initial four week period, the polls were kept open online in case of any further responses. The poll closed on 24th April 2020.

The questions were designed to focus on gaining a better understanding of key community priorities; transport, healthcare, schools, infrastructure and creating great places to live. They were intentionally high level, and purposefully did not refer to planning, plans or housing.

The engagement material was agreed with the Council communication teams, planning teams and then by the Strategic Planning Members Group, responsible for overseeing the development of the JSP programme.





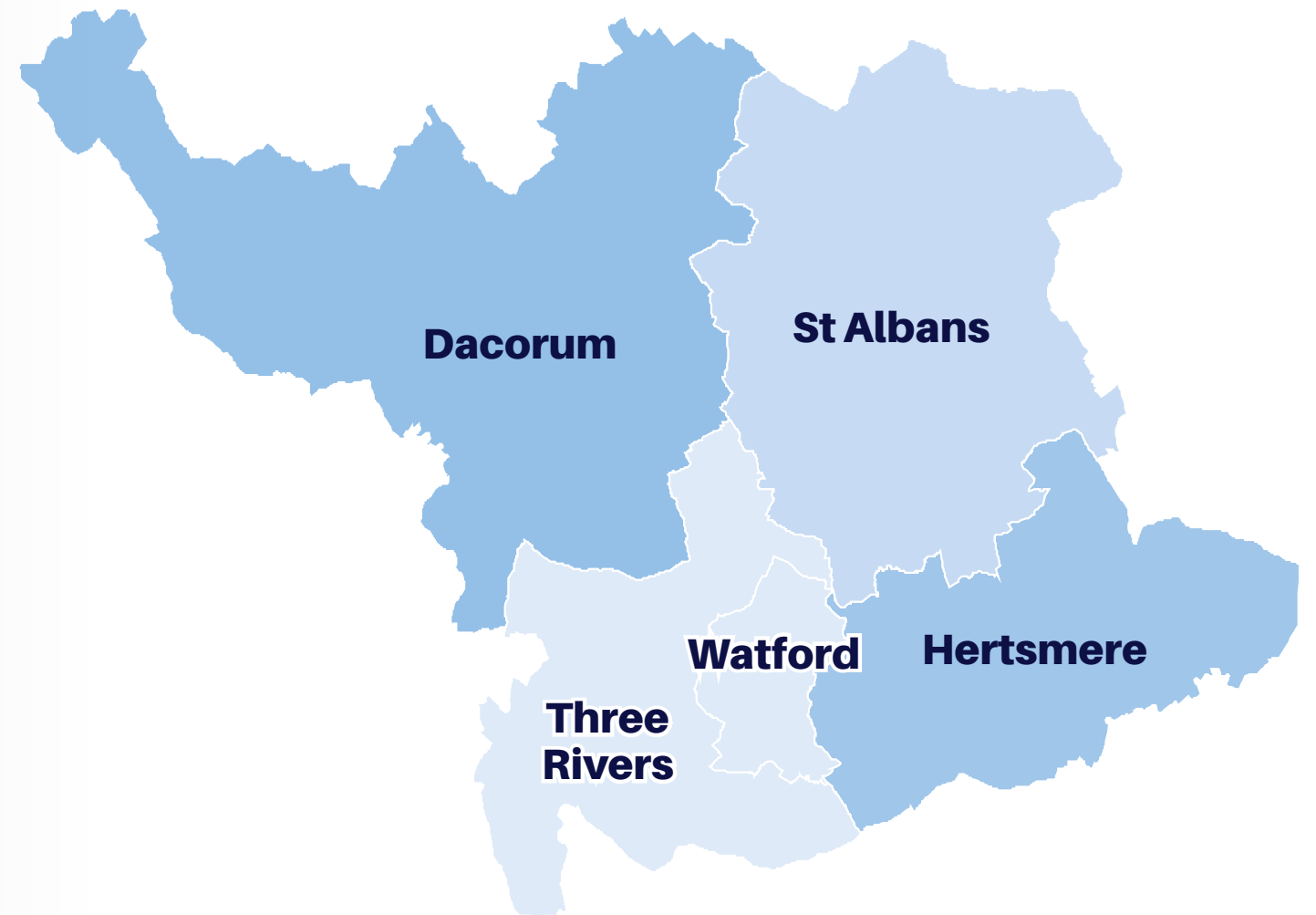
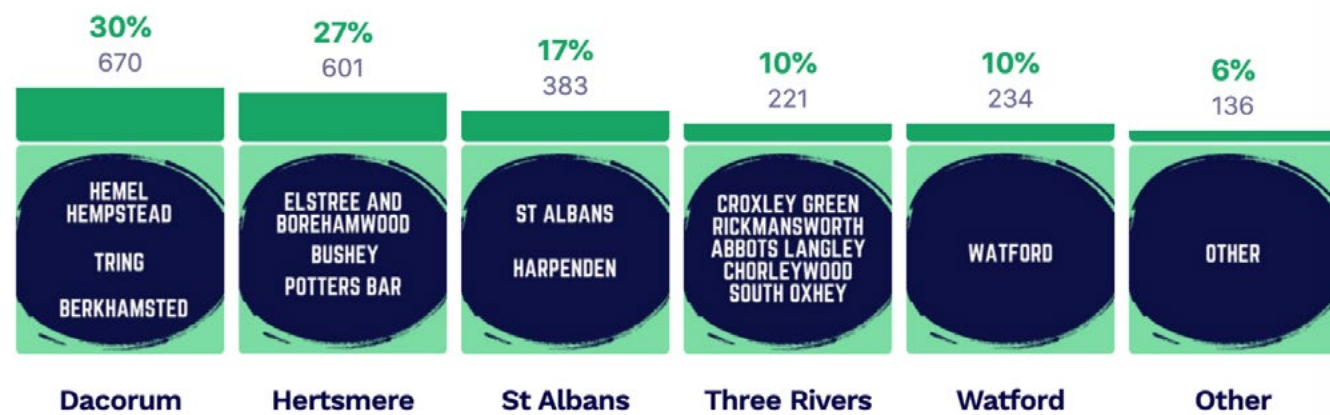
Poll Results

The feedback gained across the polls is noted in this section.

Which area within SW Herts do you live (or work)?

In total, **2,245** people answered this question.

There was a proportionally higher representation of voters from Dacorum and Hertsmere. However as shown below there was a good spread from all 5 councils.



How do you feel about living or working in SW Herts?

In total, **3,224** people answered this question, with an average rating of 65.67%.

This question was a 'slider question', from positive to negative. **86%** of respondents moved the slider from the centre of the dial towards the **happy emoji**, indicating they **felt positive** about living or working in SW Hertfordshire.

The average rating was **65.67%**, meaning people stopped the slider somewhere between unsure and happy, at a marginally happy emoji.

In summary:

- The highest scoring age bracket was 56-65 in St Albans, the lowest was 26-35 in Hertsmere.
- No age bracket in any area was negative on average.
- The highest and lowest scoring under 25s were St Albans with 69% and Watford with 61% respectively.

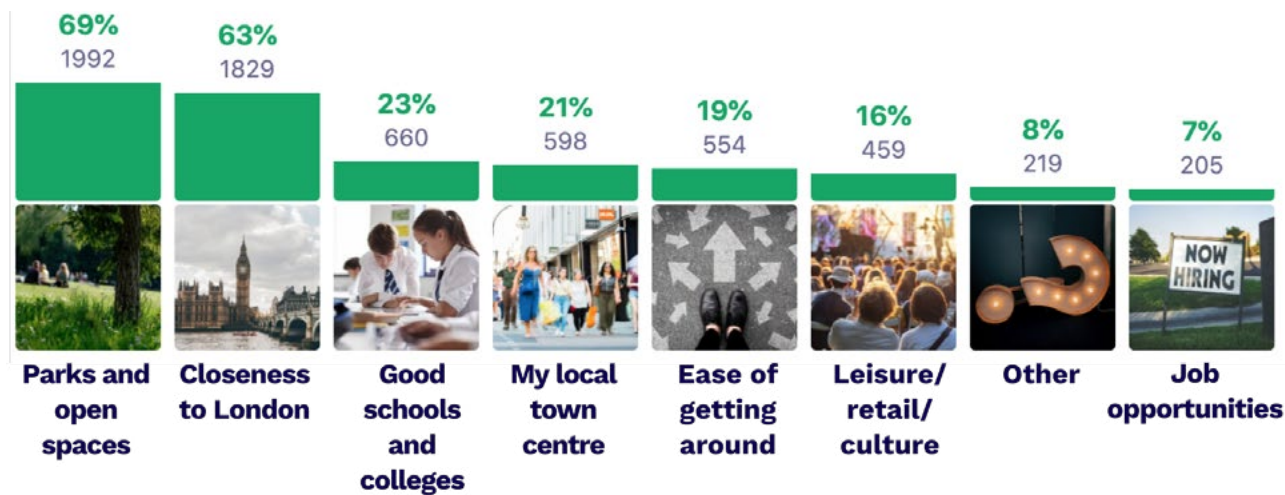
Area	Ages	Total Responses	Avg Slider Score
Dacorum	ALL	670	63%
	U25	108	63%
	26-35	127	61%
	36-45	149	65%
	46-55	119	67%
	56-65	94	60%
	65	70	61%
Hertsmere	ALL	601	66%
	U25	60	66%
	26-35	64	59%
	36-45	70	66%
	46-55	119	62%
	56-65	141	69%
	65	147	70%
St Albans	ALL	383	73%
	U25	86	69%
	26-35	59	73%
	36-45	76	75%
	46-55	74	75%
	56-65	56	78%
	65	32	71%
Three Rivers	ALL	221	70%
	U25	29	64%
	26-35	35	72%
	36-44	38	70%
	46-55	45	72%
	56-65	41	69%
	65	32	70%
Watford	ALL	234	67%
	U25	45	61%
	26-35	51	66%
	36-45	46	69%
	46-55	32	77%
	56-65	36	66%
	65	24	61%
Other	ALL	136	64%
	U25	33	57%
	26-34	20	67%
	36-45	17	68%
	46-55	16	57%
	56-65	24	67%
	65	25	66%

Table 1: 'How do you feel about living in South West Hertfordshire' by age group.

What are your favourite things about SW Herts?

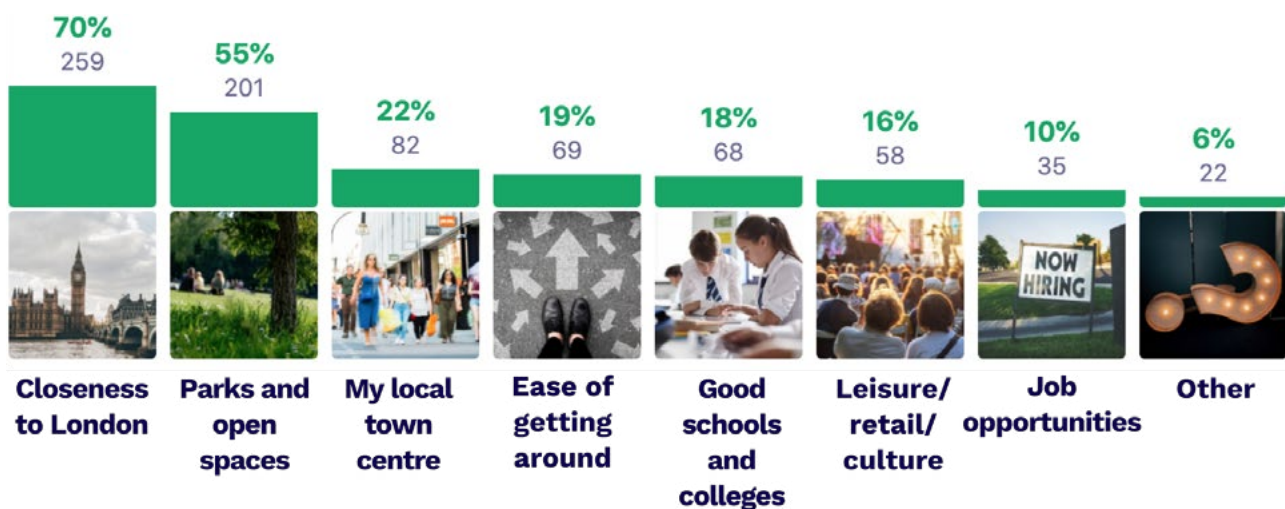
2,904 people answered this question.

Overall, parks and open spaces and closeness to London were voted as the favourite things about SW Herts in comparison to the other options.



When analysing how the under 25s answered this question, the results slightly alter. 368 of the under 25s answered the question and also enjoy the 'closeness to London' and 'parks and open spaces' but 'closeness to London' came in first by a margin of 15%.

The chart below highlights the results for this question isolating the responses from the under 25s:



Looking at the results overall in more detail by age group:

Area	Ages	Total Responses	Parks & open spaces	My local town centre	Ease of getting around	Job opportunities	Good schools & colleges	Leisure, retail, culture	Other	Closeness to London
Dacorum	ALL	670	76%	13%	21%	9%	17%	11%	6%	59%
	U25	108	60%	10%	20%	6%	13%	12%	6%	67%
	26-35	127	71%	12%	28%	6%	19%	14%	6%	56%
	36-45	149	78%	14%	19%	9%	19%	7%	5%	60%
	46-55	119	82%	13%	20%	11%	28%	14%	4%	62%
	56-65	94	80%	13%	14%	13%	11%	13%	5%	56%
Hertsmere	ALL	601	67%	17%	24%	5%	21%	14%	8%	72%
	U25	60	40%	15%	22%	10%	15%	18%	8%	78%
	26-35	64	58%	14%	22%	3%	19%	17%	6%	67%
	36-45	70	63%	21%	19%	10%	34%	3%	10%	69%
	46-55	119	70%	13%	18%	6%	29%	8%	11%	69%
	56-65	141	70%	20%	28%	3%	18%	14%	6%	77%
St Albans	ALL	383	71%	31%	14%	5%	37%	18%	6%	61%
	U25	86	59%	29%	9%	12%	29%	13%	2%	72%
	26-35	59	68%	37%	15%	7%	24%	24%	5%	61%
	36-45	76	72%	29%	18%	1%	51%	18%	7%	55%
	46-55	74	81%	27%	14%	7%	42%	15%	5%	62%
	56-65	56	82%	36%	14%	2%	36%	20%	13%	61%
Three Rivers	ALL	221	81%	24%	14%	5%	33%	22%	5%	61%
	U25	29	66%	45%	14%	7%	21%	21%	3%	72%
	26-35	35	77%	9%	9%	9%	29%	29%	11%	54%
	36-44	38	89%	16%	16%	3%	42%	16%	8%	47%
	46-55	45	71%	33%	20%	7%	31%	27%	2%	73%
	56-65	41	95%	12%	12%	5%	41%	17%	5%	56%
Watford	ALL	234	64%	29%	22%	6%	18%	25%	6%	60%
	U25	45	42%	40%	33%	4%	11%	18%	13%	69%
	26-35	51	51%	27%	25%	12%	12%	29%	2%	51%
	36-45	46	80%	26%	15%	2%	26%	30%	9%	70%
	46-55	32	75%	31%	22%	16%	31%	25%	0%	59%
	56-65	36	72%	25%	19%	3%	19%	19%	3%	50%
Other	ALL	136	74%	13%	16%	10%	25%	24%	10%	60%
	U25	33	52%	16%	18%	21%	27%	24%	6%	61%
	26-34	20	75%	15%	25%	5%	10%	0%	10%	60%
	36-45	17	71%	18%	12%	6%	35%	24%	18%	53%
	46-55	16	69%	6%	19%	25%	31%	44%	6%	44%
	56-65	24	83%	4%	8%	4%	21%	29%	13%	79%
	65	25	96%	12%	16%	0%	28%	24%	8%	56%

Table 2: 'What are you favourite things about SW Herts' by age group

We have analysed the 'other' responses to this poll in more detail. There were 3 key themes that emerged overall: potential improvements (95), those that said it was the pleasant environment (70) and those who said the community (51) was their favourite thing about SW Hertfordshire.

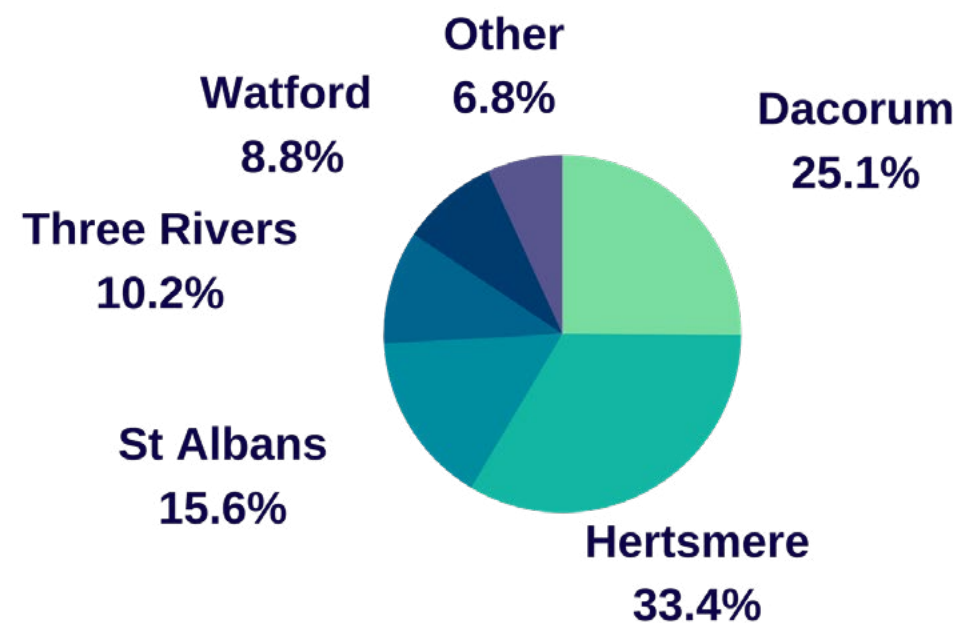
By geographical area, this translates to the following:



The proportion of respondents by area who provided a response under 'other' is shown below:

If you clicked other, tell us what your favourite things about SW Herts are...

Open feedback question



Analysing the 'other' comments noted by respondents in more detail:

In response to the poll 'What are you favourite things about SW Hertfordshire?' we received 434 comments under 'Other'. Within the 434 comments there were 470 individual comments related to a key theme. The main themes identified were:

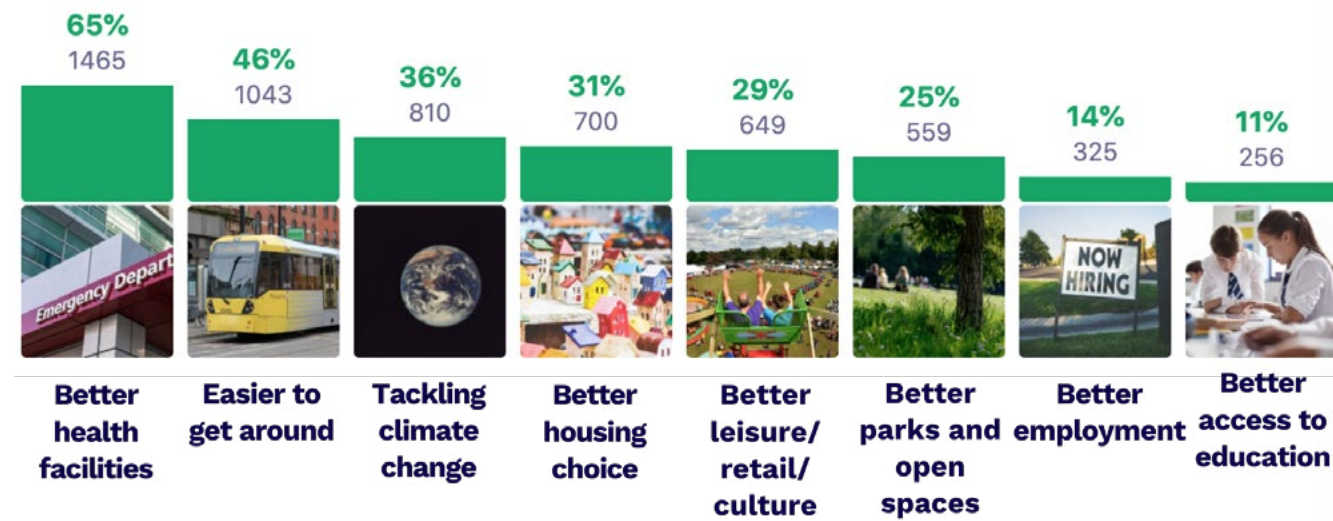
- Possible improvements, 95 comments
- Environment/greenery, 70 comments
- Community, 51 comments
- Leisure, retail and culture, 48 comments
- Access to the countryside, 47 comments
- Access to London and facilities, 40 comments
- Connections and transport, 30 comments
- Dacorum, 23 comments
- Hertsmere, 19 comments
- Watford, 13 comments
- Safety, 13 comments
- Housing stock and affordability, 11 comments
- St Albans, 10 comments

We have analysed the nature of the comments to this poll in detail and a fuller breakdown can be found in Appendix 2.

What are your priorities for improving SW Herts?

2,245 people answered this question.

'Better health facilities' is clearly a top priority for voters overall, with 65% of people voting for it as a priority. This was followed by easier to get around.



363 under 25s answered this question. By filtering the results, 'Easier to get around', 'Better housing choice' and 'Better health facilities' are the top three results for the under 25s, all scoring similarly high.



Looking at the results overall in more detail by age group:

Area	Ages	Total Responses	Easier to get around	Better housing choice	Tackling climate change	Better health facilities	Better access to education	Better employment	Better parks & open spaces	Better leisure
Dacorum	ALL	670	34%	26%	30%	79%	11%	13%	18%	36%
	U25	108	27%	40%	42%	61%	9%	22%	11%	34%
	26-35	127	28%	34%	29%	73%	19%	16%	14%	39%
	36-45	149	27%	23%	24%	83%	15%	15%	26%	44%
	46-55	119	45%	24%	37%	87%	9%	12%	13%	32%
	56-65	94	40%	18%	27%	87%	4%	5%	21%	34%
Hertsmere	ALL	601	49%	26%	30%	64%	13%	14%	33%	28%
	U25	60	43%	45%	22%	27%	10%	33%	18%	38%
	26-35	64	48%	36%	30%	42%	14%	27%	25%	28%
	36-45	70	43%	20%	29%	61%	37%	13%	29%	29%
	46-55	119	55%	23%	29%	71%	12%	9%	35%	31%
	56-65	141	43%	18%	27%	81%	10%	15%	42%	22%
St Albans	ALL	383	53%	36%	48%	50%	7%	11%	23%	26%
	U25	86	57%	48%	31%	35%	3%	26%	10%	33%
	26-35	59	47%	42%	54%	44%	2%	14%	25%	27%
	36-45	76	39%	32%	55%	51%	14%	5%	25%	29%
	46-55	74	62%	27%	51%	58%	8%	8%	26%	27%
	56-65	56	54%	27%	50%	66%	7%	4%	32%	21%
Three Rivers	ALL	221	53%	33%	43%	55%	11%	19%	30%	20%
	U25	29	55%	48%	41%	38%	0%	28%	28%	34%
	26-35	35	51%	54%	29%	49%	20%	31%	29%	14%
	36-44	38	53%	16%	45%	34%	18%	21%	29%	29%
	46-55	45	49%	31%	44%	71%	16%	18%	29%	13%
	56-65	41	56%	22%	49%	59%	6%	12%	32%	15%
Watford	ALL	234	52%	40%	38%	60%	13%	18%	19%	19%
	U25	45	58%	49%	42%	27%	4%	33%	13%	27%
	26-35	51	41%	53%	35%	57%	14%	14%	18%	16%
	36-45	46	52%	28%	39%	63%	26%	15%	24%	15%
	46-55	32	41%	38%	56%	78%	13%	6%	28%	19%
	56-65	36	58%	33%	22%	69%	6%	25%	22%	17%
Other	ALL	136	43%	40%	35%	54%	13%	15%	25%	29%
	U25	33	36%	48%	36%	45%	6%	27%	6%	39%
	26-34	20	25%	45%	40%	55%	20%	25%	10%	45%
	36-45	17	35%	18%	35%	47%	41%	18%	35%	24%
	46-55	16	38%	56%	31%	56%	19%	19%	31%	19%
	56-65	24	58%	33%	25%	71%	4%	0%	42%	17%

Table 3: 'What are your priorities for improving SW Hertfordshire' by age group

A summary of top themes noted by area:

Three Rivers 1. Green space Local infrastructure 2. Improved public transport 3. Overdevelopment	Hertsmere 1. Health facilities 2. Local infrastructure 3. Green space	St Albans 1. Improved public transport 2. Sustainability 3. Green space
Dacorum 1. Health facilities 2. Local infrastructure 3. Local shops	Other 1. Local infrastructure 2. Green space 3. Affordable housing Overdevelopment	Watford 1. Local infrastructure Overdevelopment 2. Improved public transport 3. Road connections

Do you have anything else you want to say about the future of SW Herts?

Under 'Do you have anything else you want to say about the future of SW Herts?' we received **875** comments. Within the 875 comments there were **1,606** individual pieces of feedback.

Three key themes were identified from the individual pieces of feedback: **208** comments were around **health facilities**, **192** comments were around **local infrastructure** and **139** comments around **green space**.

We have analysed the individual comments in more detail. The main themes identified across the 1,606 individual comments were:

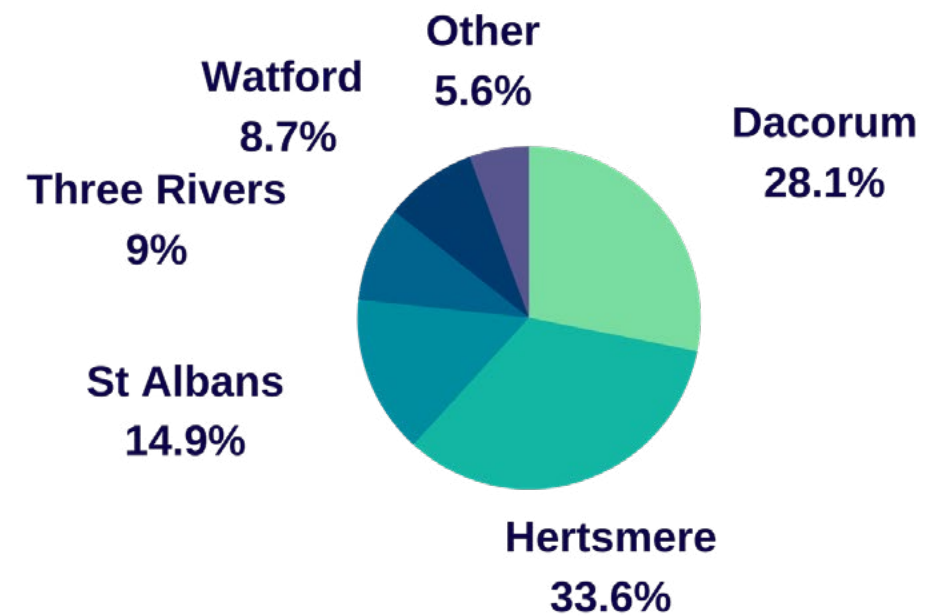
- **Health facilities, 208** comments
- **Local infrastructure, 192** comments
- **Green space, 139** comments
- **Improved public transport, 137** comments
- **Watford, 117** comments
- **Road connections, 110** comments
- **Dacorum, 104** comments
- **Overdevelopment, 103** comments
- **Hertsmere, 96** comments
- **Local shops/leisure/culture facilities, 76** comments
- **Sustainability/ climate change measures, 74** comments
- **Parking issues, 66** comments
- **Cycle paths and pedestrian routes, 66** comments
- **Housing, 63** comments
- **St Albans, 31** comments
- **Antisocial behaviour, 24** comments

We have analysed the nature of the comments to this poll in more detail and a fuller breakdown can be found in Appendix 3. We have also broken the comments down by area.

The proportion of respondents who provided a response by area is shown below:

Do you have anything else you want to say about the future of SW Herts?

Open feedback question



Involved in Future Discussions

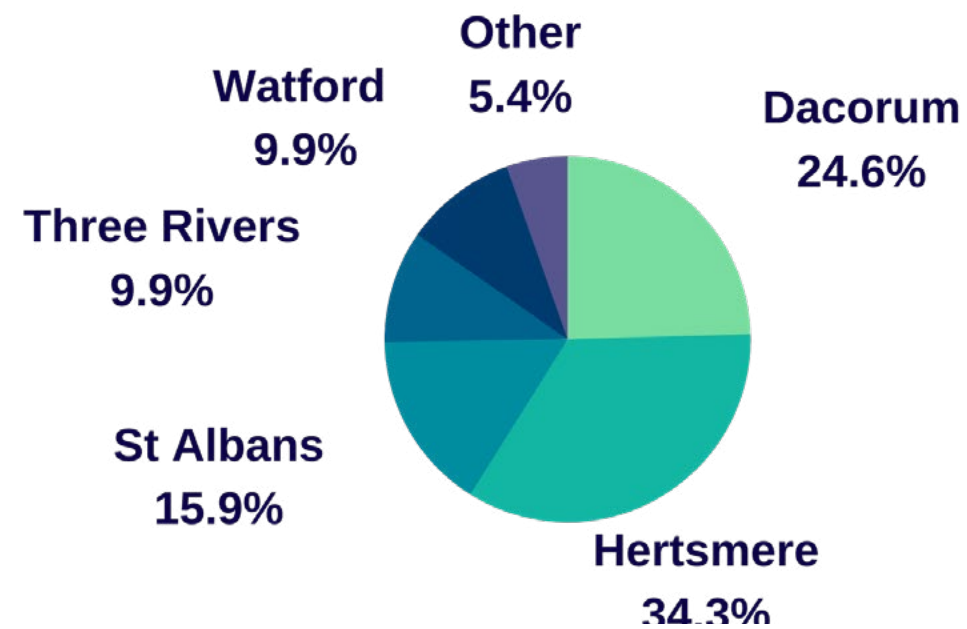
We asked people if they wanted to be included in future group discussions.

761 answered this question, with **629** saying 'Yes'.

Breaking down the interested parties by area:

Please say 'Yes' if you wanted to be included in future group discussions.

Open feedback question



Charity Results

At the end of the poll we asked people to vote for a local charity and the results are shown below. The £1,000 charity pot will be split according to the vote and donated to the chosen charities.



44%

56%

Conclusion

Conclusion

4.1 | A Summary of Findings

In summary, 86% of people feel positive about living or working in SW Herts.

Overall, parks and open spaces and closeness to London were voted as the favourite things about SW Herts.

In terms of community priorities there was clear consensus amongst respondents with 'Better health facilities' being a clear priority for voters overall.

For the under 25s 'Easier to get around', 'Better housing choice' and 'Better health facilities' were the top three priorities, all scoring similarly high.

Three key themes were identified from the individual pieces of feedback: 208 comments were around health facilities, 192 comments were around local infrastructure and 139 comments around green space.

In summary, we have gained a clearer understanding of key community priorities; around transport, healthcare, schools, infrastructure and creating great places to live from the polls, providing a good platform for future work.

In addition, over 600 people have stated they would like to be involved on an ongoing basis.

4.2 | Outcomes of the Work

The key outcomes of the work:

- Even spread of ages of respondents, from under 25's to over 65's
- Clear emerging consensus on community priorities

- Strong basis for ongoing engagement
- Level and quality of feedback capable of being used for a variety of purposes, not just as part of the developing JSP process

4.3 | Next Steps

The poll results and free comments also allow for a more detailed analysis of key issues. They also show a need to interrogate the key issues in more detail to inform the ongoing development of the JSP, including the technical work.

It will be important to maintain communication and respond to those who have noted they would like to be involved in the next stages of work.

Appendix 1

Breakdown of Respondents

Appendix 1

Breakdown of Respondents

Devices respondents used to complete the poll:

- 70% Mobile
- 9% Tablet
- 21% Desktop

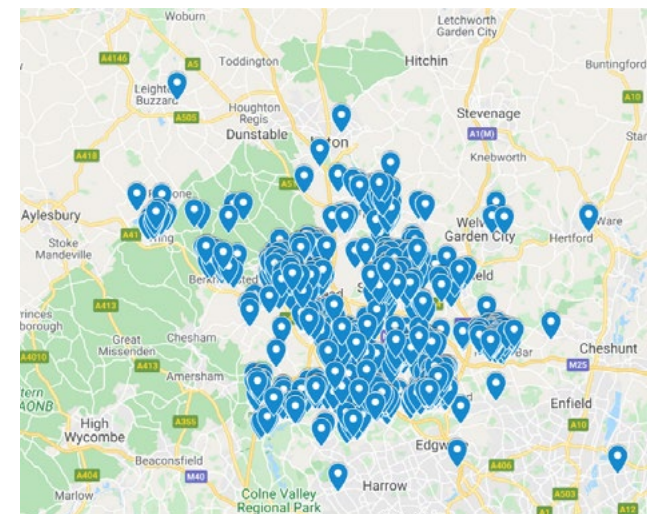
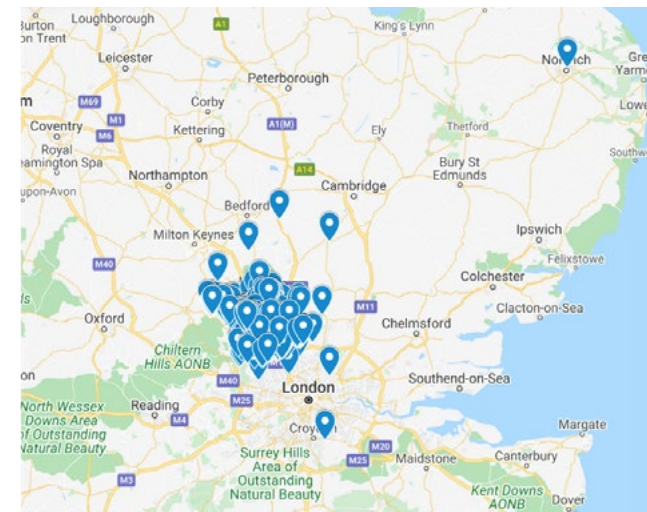
Age Groups segmentation of respondents

- Aged 25 and under - 382 responses
- Aged 26-35 - 368 responses
- Aged 36-45 - 404 responses
- Aged 46-55 - 418 responses
- Aged 56-65 - 398 responses
- Aged over 65 - 343 responses

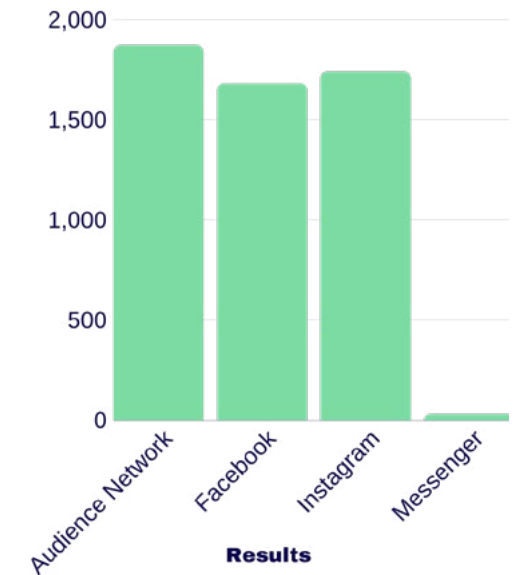
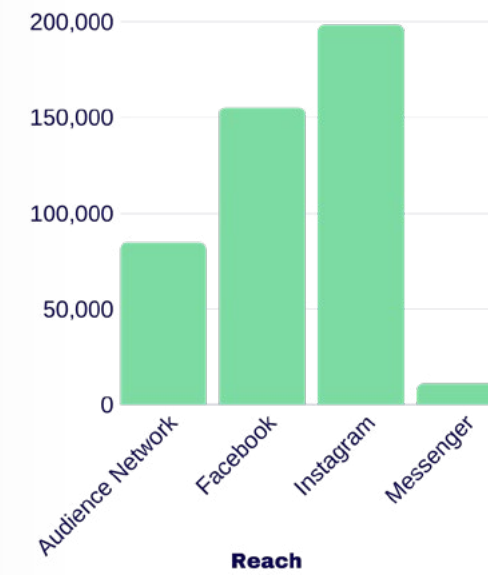
Response to 'What is your relationship to SW Herts?'



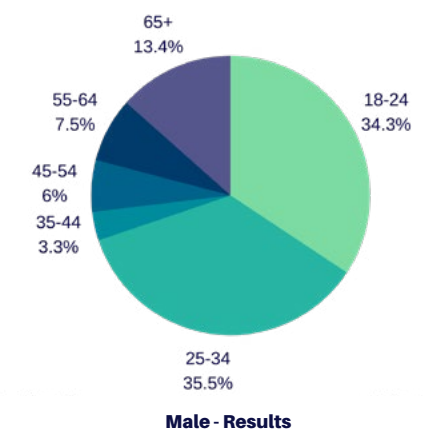
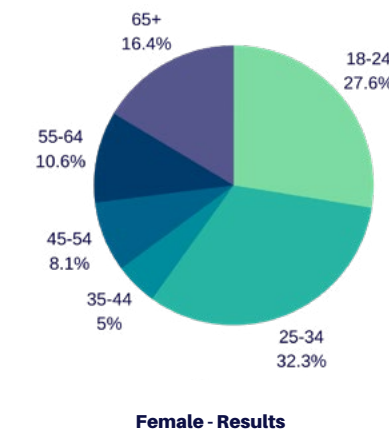
The home location of voters:



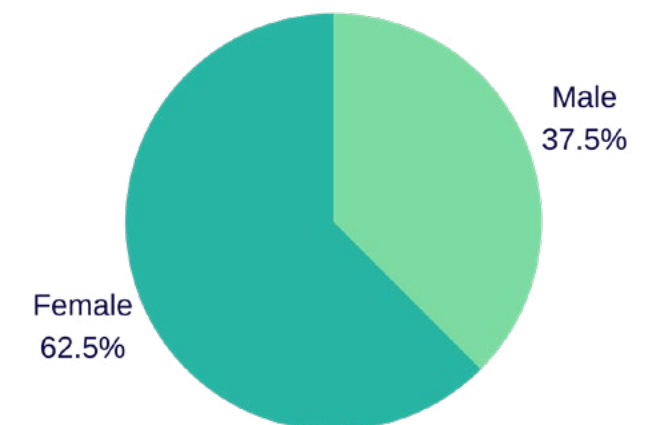
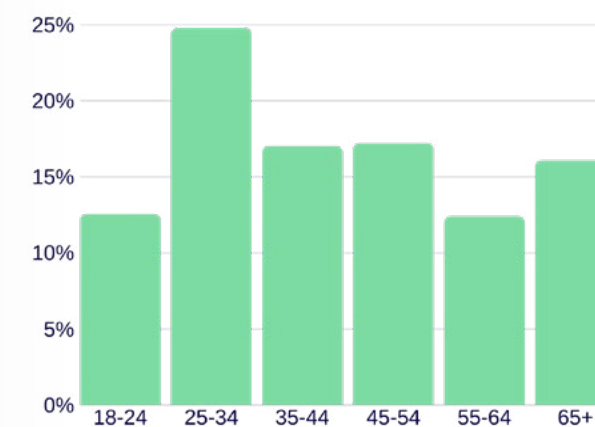
Placement of adverts reach and results



Demographic breakdown of results by age and gender



Demographic breakdown of visitors by age and gender



Appendix 2

Further Breakdown of Comments: 'What are your favourite things about SW Herts?', including by area

Appendix 2

Further Breakdown of Comments: 'What are your favourite things about SW Herts?', including by area

Under 'What are your favourite things about SW Hertfordshire?' we received 434 comments under 'Other'. Within the 434 comments there were 470 individual comments related to a key theme. The main themes identified were:

Possible Improvements (95 comments)

95 people answered the free text option and chose to set out potential improvements to the area. Comments focused on protecting the greenbelt, investing in health facilities, overdevelopment and improving the retail offer. A need for improved public transport was also mentioned.

Breakdown by area (of those who answered where they live or work):

- 32 people living or working in Hertsmere made comments which in large emphasised a need for improvement in infrastructure before new homes are built. Comments reflected a need for better transport links and an improved public transport service. Respondents were also worried about new homes being built on green open space.
- 24 people living or working in Dacorum made comments focusing on the need for a new hospital. Other comments mentioned that public transport is too expensive and a need for investment in Hemel Hempstead town centre.
- 11 people living or working in St Albans made comments mostly focussing on a need for improved public transport and road connections.
- 7 people who stated they lived or worked in an area 'Other' to Dacorum, Hertsmere, St Albans, Watford and Three Rivers made comments

focussing on protecting green spaces, public transport, traffic and retail and entertainment facilities.

- 6 people living or working in Three Rivers made comments with concerns about overdevelopment and not being listened to by the Council.
- 2 people living or working in Watford made comments around the need for more reliable public transport.

A selection of comments are set out below:

- *Very concerned about any building on green belt land.*
- *Stop overdevelopment.*
- *We need an accessible hospital.*
- *Public transport facilities are expensive & the services are not adequate for connecting areas.*

Pleasant environment/greenery (70)

Greenery was considered as one of SW Hertfordshire's key assets. The area's pleasant environment was frequently noted as offering a moment of calm and the offer of the facilities of an urban centre alongside countryside and nature was viewed positively.

Breakdown by area (of those who answered where they live or work):

- 31 people living or working in Hertsmere commented on pleasant environment/greenery mainly highlighting SW Hertfordshire's clean and

peaceful open spaces.

- 10 people living or working in St Albans commented on pleasant environment/greenery mentioning the balance of green spaces and proximity to facilities.
- 9 people living or working in Dacorum commented on pleasant environment/greenery and were happy with the green space available and the character of the area.
- 7 people who stated they lived or worked in an area 'Other' to Dacorum, Hertsmere, St Albans, Watford and Three Rivers mentioned pleasant environment/greenery in their answer.
- 6 people living or working in Three Rivers commented on pleasant environment/greenery with respondents highlighting the 'nice' environment.
- 6 people living or working in Watford commented on pleasant environment/greenery with respondents highlighting the nice feel of the area and plentiful green space.

A selection of quotes around pleasant environment/greenery are set out below:

- *We have a lot of greenery, if you need to escape you don't have to go far to feel like you're in the countryside*
- *Being close to numerous Nature Reserves with chalk flora and chalk streams and being able to walk into the countryside from my front door*
- *Good dog walks on my doorstep, but close to local amenities & London.*
- *Very unique combination of: urban/rural/Green*

belt with good access to London and motorway

Community (51)

Voters regularly commented on the community spirit and openness of SW Hertfordshire with responses suggesting that the area is considered to be family friendly, with an environment that encourages community participation.

Breakdown by area (of those who answered where they live or work):

- 16 people living or working in Dacorum commented on community mainly highlighting SW Hertfordshire's sense of community.
- 13 people living or working in Hertsmere commented on community mainly highlighting SW Hertfordshire's friendly feel with a few respondents mentioning the welcoming Jewish community.
- 8 people living or working in St Albans commented on community mainly highlighting the 'nice people' and sense of community.
- 7 people living or working in Three Rivers commented on community mainly highlighting the community spirit and church community.
- 5 people living or working in Watford commented on community mainly highlighting the 'nice mix of people' and sense of community.
- 1 person who stated they lived or worked in an area 'Other' to Dacorum, Hertsmere, St Albans, Watford and Three Rivers mentioned community in their answer.

A selection of quotes around community are set out below:

- A great community for young people and families alike.
- It's an affordable area for housing which means a nice mix of people and good community feeling.
- I live in Hemel Hempstead and it is a thriving community, always developing and improving.
- The opportunities in the community.
- Good community and history - not just a commuter town!

Leisure, retail and culture (48)

Leisure, retail and culture were considered to be at the heart of SW Hertfordshire with its history, heritage and retail offer frequently commented on by participants.

Breakdown by area (of those who answered where they live or work):

- 14 people living or working in Dacorum commented on leisure, retail and culture focussing on the good entertainment and leisure offer.
- 14 people living or working in Hertsmere commented on leisure, retail and culture focussing on the offer of leisure and recreational facilities.
- 8 people living or working in St Albans commented on leisure, retail and culture focussing on the history of the area.
- 4 people who stated they lived or worked in an

area 'Other' to Dacorum, Hertsmere, St Albans, Watford and Three Rivers mentioned leisure, retail and culture in their answers.

- 3 people living or working in Three Rivers commented on leisure, retail and culture mentioning Watford Football Club and the variety of things to do.
- 3 people living or working in Watford commented on leisure, retail and culture mentioning the good entertainment offer.

A selection of quotes around leisure, retail and culture are set out below:

- The thriving culture of heritage in SW Herts - the De Havilland Aircraft museum for one and the Mill Green Museum for another.
- The Old Town, some of the Heritage features of Hemel Hempstead.
- Historic city and culture.
- Good retail choice and access.
- History, heritage, traditions, fresh air.

Access to the Countryside (47)

47 people commented that access to the countryside was their favourite thing about SW Hertfordshire.

Breakdown by area (of those who answered where they live or work):

- 14 people living or working in Hertsmere commented on access to countryside mainly highlighting the advantage of being close to green space but also urban facilities.

- 11 people living or working in Dacorum commented on access to countryside mainly highlighting the advantage of being close to green space but also urban facilities.
- 6 people living or working in St Albans commented on access to countryside mainly highlighting the advantage of being close to green space but also urban facilities.
- 6 people living or working in Watford commented on access to countryside mainly highlighting the advantage of being close to green space but also urban facilities.
- 4 people living or working in Three Rivers stated that access to countryside was their favourite thing about the area.
- 4 people who stated they lived or worked in an area 'Other' to Dacorum, Hertsmere, St Albans, Watford and Three Rivers mentioned access to countryside in their answer.

A selection of quotes around access to the countryside can be found below:

- Although close to London, there is countryside and space nearby.
- Country walks.
- I like the feeling of being in the country but also the convenience of buses etc.
- Green belt and countryside, woods, rivers, outdoor pursuits.
- Closeness to the countryside.

Access to London and Facilities (40)

40 people felt that access to London and local facilities was their favourite thing about SW Hertfordshire. Though comments generally focussed on proximity to London, nearby infrastructure such as good schools and shops were mentioned regularly.

Breakdown by area (of those who answered where they live or work):

- 10 people living or working in Dacorum commented on access to London and local facilities generally focussing on proximity to London and good local town centres.
- 10 people living or working in Hertsmere commented on access to London and local facilities generally focussing on proximity to London but also good local green open spaces.
- 8 people living or working in St Albans commented on access to London and local facilities generally focussing on proximity to London but also the countryside.
- 6 people living or working in Watford commented on access to London and local facilities generally focussing on proximity to London but also the countryside.
- 3 people who stated they lived or worked in an area 'Other' to Dacorum, Hertsmere, St Albans, Watford and Three Rivers mentioned access to London and local facilities in their answer.
- 2 people living or working in Three Rivers commented on access to London and local facilities generally focussing on proximity to London and facilities such as supermarkets as well as public transport infrastructure.

A selection of quotes around access to London and facilities can be found below:

- *The ability to get into London so easily but have space around to come back home to.*
- *The best things about South West Herts is its proximity to London and major road links.*
- *Proximity to good employment and schooling.*
- *Good public transport to London. Proximity to Dr, chemist, supermarket, tube station.*
- *Ease of travel, access to jobs both in Herts and in London.*

Connections and Transport (30)

30 people commented on connections/transport with comments mainly positively focussing on the efficient transport links out of SW Hertfordshire connecting with the rest of the country. Good road connections were mentioned frequently.

Breakdown by area (of those who answered where they live or work):

- 11 people living or working in Hertsmere commented on connections and transport mostly highlighting good road and rail connections.
- 7 people living or working in Dacorum commented on connections and transport mostly highlighting ease of travel and good transport links.
- 4 people living or working in St Albans commented on connections and transport mostly highlighting good road connections and access to the motorway.

- 4 people living or working in Three Rivers commented on connections and transport mostly highlighting good public transport.
- 2 people who stated they lived or worked in an area 'Other' to Dacorum, Hertsmere, St Albans, Watford and Three Rivers mentioned connections and transport in their answer.

- 1 person living or working in Watford commented on connections and transport.

A selection of quotes around connections and transport can be found below:

- *Good train services linking to rest of country.*
- *Good connections via all modes of transport including cars.*
- *Easy access to motorway.*
- *Proximity to major road links M25, M1, A1, M4.*

Dacorum (23)

23 people highlighted Dacorum in their answer to the question.

Breakdown by area (of those who answered where they live or work):

- 19 people living or working in Dacorum mentioned Dacorum in their answer. Some comments highlighted that Hemel Hempstead town centre was their favourite thing about the area whilst others stated it needed improvement.
- 1 person living in Three Rivers mentioned Dacorum in their answer highlighting the need for a new hospital in Hemel Hempstead.

- 1 person who stated they lived or worked in an area 'Other' to Dacorum, Hertsmere, St Albans, Watford and Three Rivers mentioned Dacorum in their answer highlighting a need for better entertainment facilities in Hemel Hempstead.

A selection of quotes from answers mentioning Dacorum can be found below:

- *I love living in Hemel Hempstead people rally round when needed. I feel safe living here.*
- *I love the ease of getting into London, but also Hemel town centre.*
- *I was born and brought up in Hemel Hempstead and am proud to say so.*
- *I live in Hemel Hempstead, and there's absolutely nothing to do here!*

Hertsmere (19)

19 people highlighted Hertsmere in their answer to the question.

Breakdown by area (of those who answered where they live or work):

- 15 people living or working in Hertsmere mentioned Hertsmere in their answer referencing the need for improved transport links and a feeling of overdevelopment.
- 2 people living or working in St Albans mentioned Hertsmere, one praising Bushey as an area and the other asking for better transport links from Bricket Wood to Borehamwood.

A selection of quotes from answers mentioning Hertsmere can be found below:

- *The worst thing is transport links and lack of a tube or rail links in Bushey Heath.*
- *I have lived in Borehamwood since 2017 and am generally pleased with the area in which I live.*
- *It just needs better and more regular bus services including the Abbey Flyer. A bus linking Bricket Wood to Borehamwood would also be beneficial.*

Watford (13)

13 people highlighted Watford in their answer to the question. Positive comments focussed on connections outside of SW Hertfordshire and the football stadium. Potential improvements were suggested for public transport in Watford.

Breakdown by area (of those who answered where they live or work):

- 6 people living or working in Dacorum mentioned Watford in their answer. Nearly all comments highlighted a need to improve Watford General Hospital.
- 3 people living or working in Three Rivers mentioned Watford in their answer. Comments highlighted pollution in the area and a need for a new hospital.
- 1 person living or working in Watford mentioned Watford in their answer praising transport links out of Watford Junction Station.
- 1 person living or working in Hertsmere mentioned Watford in their answer.

- 1 person who stated they lived or worked in an area 'Other' to Dacorum, Hertsmere, St Albans, Watford and Three Rivers mentioned Watford in their answer.

A selection of quotes from answers mentioning Watford can be found below:

- *Watford junction station takes you to London, Scotland and other towns we are lucky to have this. We are near the countryside and only 17 miles from London.*
- *Live in East Herts but regularly in SWHerts - need better East/West public transport to enable time to more quickly access great shops/town centres and nights out in Watford and St Albans (less so Hemel Hempstead and other SW Herts places).*

Safety (13)

13 people felt that safety was their favourite thing about SW Hertfordshire with all comments highlighting how peaceful, safe and quiet SW Hertfordshire feels.

Breakdown by area (of those who answered where they live or work):

- 5 people living or working in Dacorum mentioned safety in their answer focussing on low crime and a general feeling of safety.
- 3 people living or working in Hertsmere mentioned safety in their answer focussing on low crime and a general feeling of safety.
- 3 people living or working in Three Rivers mentioned safety in their answer focussing on low crime and a general feeling of safety.

- 2 people living or working in St Albans mentioned safety in their answer focussing on a general feeling of safety.

A selection of quotes around safety can be found below:

- *Community, neighbours, safety and successful policing.*
- *Its basically a nice clean safe environment.*
- *Its a desirable area, quite safe.*

Housing Stock and Affordability (11)

11 people commented on housing stock with people positively commenting on the affordability and quality of homes in comparison to London.

Breakdown by area (of those who answered where they live or work):

- 6 people living or working in Hertsmere mentioned housing stock and affordability in their answer emphasising the quality and affordability of homes.
- 2 people living or working in Dacorum mentioned housing stock and affordability in their answer.
- 2 people living or working in Watford mentioned housing stock and affordability in their answer.
- 1 person living or working in St Albans mentioned housing affordability in their answer.

A selection of quotes around housing stock and affordability can be found below:

- *It's an affordable area for housing which means a nice mix of people and good community feeling.*
- *Cheaper houses than London.*
- *Pleasant environment, housing stock, close to countryside, attractive places.*
- *Decent homes.*

St Albans (10)

10 people highlighted St Albans in their answer to the question. People's favourite things were green spaces, history and the sense of community. Other comments focussed on the need for improved healthcare facilities.

Breakdown by area (of those who answered where they live or work):

- 5 people living or working in St Albans mentioned St Albans in their answer highlighting the community feel of the area, particularly Harpenden.
- 3 people who stated they lived or worked in an area 'Other' to Dacorum, Hertsmere, St Albans, Watford and Three Rivers mentioned St Albans in their answer highlighting the good retail and entertainment facilities.
- 1 person living or working in Three Rivers mentioned St Albans in their answer highlighting the need for a new hospital.

A selection of quotes from answers mentioning St Albans can be found below:

- *I like my local town (Harpenden) and the community feel it has. It's pretty and well looked after.*
- *Love St Albans, great opportunities and lovely place for a young family.*
- *Having lived in St Albans for some 45 years, I love the countryside around Heartwood forest and St Albans City with all its history. We are so lucky to live in such a lovely area so close to London with such good transport links.*

A close-up photograph of a person's hands typing on a silver laptop keyboard. The person is wearing a black and white striped long-sleeved shirt. The laptop is on a light-colored desk. In the background, a white mug is visible. The lighting is soft and natural, suggesting an indoor office environment.

Appendix 3

Further Breakdown of Comments: 'Do you have anything else you want to say about the future of SW Herts?', including breakdown by area

Appendix 3

Further Breakdown of Comments: 'Do you have anything else you want to say about the future of SW Herts?', including breakdown by area

We have analysed the 'free text' comments for the question 'do you have anything else you want to say about the future of SW Herts'. Within the 875 comments there were 1,606 individual pieces of feedback.

Health Facilities (208)

- Responses overwhelmingly noted the need for a new hospital in SW Hertfordshire.
- The need for a new hospital that is easily accessible to all 5 authorities was also regularly mentioned.

Other frequent responses included:

- The need for investment in Hemel Hempstead Hospital.
- The need for a hospital with a full A&E department.
- Concern that existing hospitals will not be able to support population growth or new residents moving to the area in the future.

Breakdown by area (of those who answered where they live or work):

- 134 people living or working in Dacorum commented on health facilities with emphasis on a need for a new hospital in the Hemel Hempstead area.
- 48 people living or working in Hertsmere commented on health facilities. There was emphasis on a need for more doctor's surgeries and general health facilities locally, with calls for improved hospitals occasionally mentioned.

- 14 people living or working in St Albans commented on health facilities. Comments focussed on a need for a new hospital site easily accessible from Hemel Hempstead, Watford & St Albans.
- 5 people living or working in Watford commented on health facilities. Emphasis was on a need for a fully functional A&E in Watford.
- There were 5 comments on health facilities from those living or working in Three Rivers, featuring the need for an improved hospital.
- 2 people who stated they lived or worked in an area 'Other' to Dacorum, Hertsmere, St Albans, Watford and Three Rivers mentioned healthcare facilities in their answer.

A selection of quotes around health facilities are set out below:

- At present the Watford Hospital is not easy to get to for two of the three major towns. With Hemel Hempstead being the larger of the three and still growing it makes it ridiculous having a hospital on the furthest side of Watford.
- We need a new centrally based hospital to cope with an increase in population due to new builds.
- The area is in dire need of better health facilities, main one being a hospital with full A&E as well as Paediatric A&E so to mirror Watford.
- I fear for my health as if I was in an emergency I'm half an hour away from the nearest A&E, which is too long.

- We desperately need a new central hospital to serve SW Herts. Watford hospital is not able to sustain the numbers of people who need to use it and getting there by bus is usually a traumatic experience travelling from Hemel Hempstead.

Local Infrastructure (192)

- Nearly all comments mentioned a need for infrastructure to be upgraded to support more housing and therefore more people in SW Hertfordshire.
- In general, health and education facilities as well as roads were most frequently mentioned as needing to be upgraded to support an increasing population.

Breakdown by area (of those who answered where they live or work):

- 83 people living or working in Hertsmere commented on local infrastructure. Responses echoed those of the other authorities with calls to invest in schools, health facilities and roads. A need for infrastructure to support development in Borehamwood was frequently mentioned specifically upgrading the roads and traffic systems.
- 42 people living or working in Dacorum commented on local infrastructure. Crime was occasionally mentioned with a need for more police stations commented on. Other responses called for improved healthcare facilities, facilities to support teenagers and better schools.
- 19 people living or working in St Albans commented on local infrastructure. Responses commented on

new build housing developments in the area and a need for new infrastructure to support and increased population i.e. dentists, doctors, shops, roads etc.

- 17 people living or working in Watford commented on local infrastructure. Schools were the priority with worry about a perceived lack of places to accommodate new children moving to the area. A need to upgrade healthcare facilities was also frequently mentioned.
- 17 people living or working in Three Rivers commented on local infrastructure. Comments largely centred on the need for infrastructure to support new housing.
- 13 people who stated they lived or worked in an area 'Other' to Dacorum, Hertsmere, St Albans, Watford and Three Rivers mentioned local infrastructure in their answer.

A selection of quotes around infrastructure:

- There must be a balance of development with the relevant infrastructure required alongside new housing.
- While recognising the need for increased and more varied housing in SW Herts, I am very worried about the high numbers required by the Government and the potential effects so many new dwellings would have on our infrastructure, especially roads.
- There is a lot of pressure to build new homes which is understandable but there is no similar pressure to ensure the infrastructure is in place.

Green Spaces (139)

- A need to protect green belt land was by far the most frequent response.
- Perceived overdevelopment as ruining green belt land was also mentioned regularly.
- The public realm, specifically fly tipping was frequently noted.
- A need to maximise biodiversity and encourage wildlife in SW Hertfordshire going forward was highlighted.

Breakdown by area (of those who answered where they live or work):

- 64 people living or working in Hertsmere commented on green spaces. Responses generally focussed on overdevelopment in the area and protecting green belt land.
- 21 people living or working in St Albans commented on green spaces. Responses were around calls to enhance biodiversity in the area and protect green belt land.
- 20 people living or working in Dacorum commented on green spaces. Responses were mixed with a problem with graffiti highlighted, a need to upgrade playgrounds and protecting the green belt all mentioned.
- 17 people living or working in Three Rivers commented on green spaces. Comments centred around green belt protection.
- 8 people living or working in Watford commented on green spaces. Responses were very similar to Hertsmere and generally

focussed on overdevelopment in the area and protecting green belt land. An issue with rubbish on the streets was also mentioned.

- 9 people who stated they lived or worked in an area 'Other' to Dacorum, Hertsmere, St Albans, Watford and Three Rivers mentioned green spaces in their answer.

A selection of quotes around green space:

- I believe that the Green Belt needs to be protected for the health and wellbeing of the community. It should not be used for housing until all brown field sites have been used.
- It's important to retain what makes St Albans so special. A sense of community and respect for nature and the environment.
- I hope environmental issues such as creating wildlife corridors and mowing to maximise diversity of plants to feed bees and butterflies will continue and improve. Parks to maximise benefits to wildlife with bird/bat boxes, hedgehog boxes, wildlife friendly plants rather than large areas of grass, with information boards.
- The future of the fantastic wildlife and wild places in SW Herts is on the line through poor development, bad agricultural practices and extreme weather events, among others. We must value our wild spaces throughout the planning process, ensuring that anything other than a net gain in biodiversity following a development is not acceptable.
- Please don't lose the green belt.
- Our countryside is what makes the area and is used for recreation, walking and wildlife. Once it's gone it's gone.

Improved Public Transport (137)

- In general comments focus on a need for greater public transport connections between areas within SW Hertfordshire.
- A need for greater sustainable public transport was also frequently mentioned with suggestions to drive down costs if existing public transport in the area was to discourage car use.

Breakdown by area (of those who answered where they live or work):

- 44 people living or working in Hertsmere commented on improved public transport. Responses mentioned a need for more regular public transport including trains and buses as well as calls for greater connectivity within the county. Train over crowding was also mentioned.
- 33 people living or working in St Albans commented on improved public transport. Responses reflected a desire for public transport to be more efficient in connecting to areas in the county rather than a focus on getting in and out of London.
- 25 people living or working in Dacorum commented on improved public transport. Responses highlight a need for improved sustainable transport to counter car use and congestion. A need for greater connectivity within SW Hertfordshire was highlighted.
- 16 respondents living or working in Three Rivers commented on public transport. Comments were centred on the bus services needing to be improved.

- 14 people living or working in Watford commented on improved public transport, particularly improving the bus service.
- 4 people who stated they lived or worked in an area 'Other' to Dacorum, Hertsmere, St Albans, Watford and Three Rivers mentioned improved public transport in their answer.

A selection of quotes around public transport:

- The public transport is not very good and expensive so people naturally gravitate to cars.
- Sustainable transport is a huge challenge, especially as the population is going to grow with new housing. A big investment in high quality cycle paths could make a real difference as could better bus priority and more frequent buses.
- SW Herts really needs better airport connections as a matter of urgency.
- Public transport needs vast improvement to encourage greater use by all residents.
- Better integrated public transport, especially buses for commuters and shoppers.

Watford (117)

- In general comments emphasised the pressure on Watford General Hospital and need for an additional hospital in SW Hertfordshire that is easily accessible from other local locations.

Breakdown by area (of those who answered where they live or work):

- 63 people living or working in Dacorum mentioned Watford in their answer. Most comments identified that Watford Hospital is unable to cope and the need for a new centrally located hospital in SW Hertfordshire.
- 22 people living or working in Watford mentioned Watford in their answer. Comments mainly focussed on overcrowding and overdevelopment in the area.
- 13 people living or working in Herts mere mentioned Watford in their answer. Comments focussed on overdevelopment, crime and the need for improvement of Watford Hospital.
- 9 people living or working in Three Rivers mentioned Watford in their answer. Comments mentioned a need for more family homes in Watford as well as improving transport connections to other areas in SW Hertfordshire.
- 5 people living or working in St Albans mentioned Watford in their answer. Comments focussed on the need for another hospital elsewhere in the SW Hertfordshire with emphasis on the current pressure on Watford Hospital.
- 5 people who stated they lived or worked in an area 'Other' to Dacorum, Herts mere, St Albans, Watford and Three Rivers mentioned Watford in their answer.

A selection of quotes around Watford:

- Upgrading Watford Hospital rather than building a new hospital for ALL residents would be a very bad decision.

- We need a fully functioning local hospital, as Watford has proved its unable to cope.
- We need a more centrally located hospital, Watford is not a suitable position for the whole of West Herts.
- Bushey, Watford and neighbouring Stanmore have all seen recent crime issues.
- The rate of building new accommodation is scary. Particularly north Watford and lower high street/ Oxhey village.
- If you are going to develop in Watford and Three Rivers, then build houses not flats. Young families want houses
- Improve sustainable transport between Watford, Hemel, Rickmansworth and beyond.

Improved Road Connections/Conditions (110)

- Many of the comments on improved road connections and conditions emphasised a need for greater road connections within SW Hertfordshire, connecting local areas. This reflects the comments focussed on improved public transport. Road connections beyond SW Hertfordshire were considered to be good.
- Improving the conditions of roads, specifically investing in filling in potholes across SW Hertfordshire was also mentioned frequently.

Breakdown by area (of those who answered where they live or work):

- 55 people living or working in Herts mere commented on improved road connections/

conditions with emphasis on a need to maintain the quality of roads specifically repairing potholes. A need to improve congestion issues was also highlighted.

- 22 people living or working in Dacorum commented on improved road connections/ conditions with responses mainly highlighting the poor conditions of roads.
- 9 people living or working in Watford commented on improved road connections/ conditions with the majority of comments highlighting a need for maintenance of roads.
- 9 people living or working in Three Rivers commented on road conditions, commenting on maintenance of roads.
- 9 people living or working in St Albans commented on improved road connections/ conditions with responses commenting on the conditions of the roads and pavements.
- 4 people who stated they lived or worked in an area 'Other' to Dacorum, Herts mere, St Albans, Watford and Three Rivers mentioned improved road connections and conditions in their answer.

A selection of quotes around improved connections/ conditions:

- We need better a better road network including more cycle paths and crossings
- Please fix all the potholes and bad roads.
- Access to main roads is good but condition of roads is poor throughout the county.

Dacorum (104)

- In general comments focus on Hemel Hempstead and the need for a new or improved hospital. Other comments mentioned overdevelopment and a need for improved public transport.

Breakdown by area (of those who answered where they live or work):

- 95 people living or working in Dacorum mentioned Dacorum in their answer. Most comments focus on Hemel Hempstead and emphasise a need for a new hospital or for Hemel Hospital to be upgraded. Overdevelopment and increased pressure on roads was also frequently highlighted.
- 3 people living or working in St Albans mentioned Dacorum in their answer. Comments focussed on a need for a fully functioning hospital in Hemel Hempstead.
- 3 people living or working in Three Rivers mentioned Dacorum in their answer. Comments mentioned a need for improved public transport between Bedmond and Hemel as well as between Watford, Hemel, Rickmansworth and beyond.
- 2 people who stated they lived or worked in an area 'Other' to Dacorum, Herts mere, St Albans, Watford and Three Rivers mentioned Dacorum their answer.
- 1 person living or working in Watford mentioned Dacorum in their answer. The comment highlighted crime in Hemel Hempstead.

A selection of quotes around Dacorum:

- Needs another hospital or Hemel Hospital to

be revamped. Hemel has one of the biggest populations but has no hospital/ A&E

- Too many houses are being built in Hemel Hempstead it's becoming highly congested
- I live in Watford & work in Hemel Hempstead. In both of these areas, we have massive drug dealing, it's literally on everyone's doorstep.

Overdevelopment (103)

- Comments were generally attached to statements focussing on a need for increased infrastructure to support more housing in SW Hertfordshire as well as concerns about development encroaching on the green belt.

Breakdown by area (of those who answered where they live or work):

- 43 people living or working in Herts mere commented on overdevelopment. Comments were often attached to fears about green belt land being built on. Borehamwood was regularly mentioned as being overpopulated and crowded.
- 17 people living or working in Watford commented on overdevelopment with comments mainly reflecting concerns about overcrowding and increased pressures to the already congested road systems.
- 17 people living or working in Dacorum commented on overdevelopment. Comments focussed on a need for increased infrastructure if more homes are going to be built.
- 12 people living or working in Three

Rivers commented on overdevelopment with comments mostly expressing a concern that development might ruin the atmosphere and 'village' feel of the area.

- 7 people living or working in St Albans commented on overdevelopment. Comments mainly reflected a need for infrastructure to be improved if more homes are built.
- 6 people who stated they lived or worked in an area 'Other' to Dacorum, Herts mere, St Albans, Watford and Three Rivers mentioned overdevelopment their answer.

A selection of quotes around overdevelopment:

- Surely this area is getting near to saturation point with the amount of flats being built and proposed.
- I am totally against residential overdevelopment without supporting infrastructure, especially roads - travelling 7-9am and 3-6pm has become a permanent traffic jam- also additional utilities and health infrastructure is essential.
- Stop cramming more and more flats into Borehamwood and suffocating it!
- Risk of too much development degrading quality of life.
- I'm concerned about the amount of flats being built and crammed into the area. People want to live on houses with a bit of space not squashed up.
- I feel South West Herts especially Watford is being over developed with flats in unsustainable places.

Herts mere (96)

- In general comments focused on a need for improved infrastructure in Herts mere, particularly in Borehamwood.

Breakdown by area (of those who answered where they live or work):

- 89 people living or working in Herts mere mentioned Herts mere in their answer. Most comments focus on Borehamwood with a need to upgrade infrastructure commented on. Congestion around Potters Bar was also highlighted.
- 3 people living or working in Watford mentioned Herts mere in their answer focussing on an a need for better public transport in Bushey.
- 2 people who stated they lived or worked in an area 'Other' to Dacorum, Herts mere, St Albans, Watford and Three Rivers mentioned Herts mere in their answer.
- 1 person living or working in St Albans mentioned Herts mere in their answer calling for better airport connections between Watford to Stansted via Welwyn/Potters Bar and London Colney/Bricket Wood.

A selection of quotes around Herts mere:

- I live in Borehamwood and we have lost so many amenities. I would like a dedicated theatre with entertainment for all ages. We need better transport too. In fact the whole infrastructure of this town needs upgrading. We have many new buildings, a lot more people and the infrastructure is struggling to cope. We need more surgeries and schools.

- Borehamwood's infrastructure is creaking - the drainage is poor, the roads congested, health facilities are under pressure, public transport is inadequate, parks, open spaces and trees get little attention, and over 18s education facilities are derisory.

- The amount of building in Borehamwood is relentless!
- Traffic congestion is a big concern around Potters Bar and surrounding areas.

Local Shops/Leisure/Culture Facilities (76)

- Comments generally mentioned a need for investment in the high street, as well as leisure and entertainment in SW Hertfordshire. There was frequent mention of a need for more activities for young people and under 25s.

Breakdown by area (of those who answered where they live or work):

- 38 people living or working in Dacorum commented on local shops/leisure/culture facilities. Comments focussed on a need for more leisure and retail facilities in Hemel Hempstead with calls to improve the town centre.
- 20 people living or working in Herts mere commented on local shops/leisure/culture. Comments mentioned a need for more 'fun' things to do with an emphasis on entertainment for under 25s and young people.
- 8 people living or working in St Albans commented on local shops/leisure/culture facilities. Comments mentioned a need for more pubs

as well as more activities for young people.

- 6 people living or working in Three Rivers commented on local shops/leisure/culture facilities. Comments mainly reflect the need to invest in and improve the high street offer.
- 4 people who stated they lived or worked in an area 'Other' to Dacorum, Hertsmere, St Albans, Watford and Three Rivers mentioned local shops/leisure/culture facilities in their answer.

A selection of quotes around local shops/leisure/culture facilities:

- In Hemel we do not have anywhere to go and play a game of pool (other than a pub) or play bowling and have a bite to eat and drink.
- I live in Borehamwood and we have lost so many amenities. I would like a dedicated theatre with entertainment for all ages.
- Rates are too high so our high street is suffering. Pubs are struggling to keep open, yet people want to go there to eat and relax. Something needs to be done to ensure we have a varied town centre with access to the things people want.
- Please realise the benefit of a local pub to rural communities.
- We need to reinvigorate our High Streets. Reduce business rates so more independent & sustainable businesses can open up. Allow pop ups so young entrepreneurs can trial new ideas, refillable produce shops to reduce carbon footprint of our population by reducing plastic use & waste, craft stores where local makers can sell their products and spaces for local experts to teach their crafts.

Sustainability/Climate Change Measures (74)

- 74 comments focused on sustainability/climate change measures including tackling air pollution as well as requests for local decision making to think about the future of SW Hertfordshire in the context of the climate emergency and a need for a joined-up approach.
- There was also a desire to see a switch to 100% renewable energy with increased sustainable public transport.

Breakdown by area (of those who answered where they live or work):

- 25 people living or working in St Albans commented on sustainability/climate change measures with focus on increasing the energy efficiency of homes, a desire for increased electric car charging points and a need for eco-friendly infrastructure in general. Recycling and a need for more sustainable public transport was also mentioned.
- 20 people living or working in Hertsmere commented on sustainability/climate change measures. There were requests to think strategically about the climate emergency in future plans for the area. There were also frequent comments about air pollution locally.
- 12 people living or working in Dacorum commented on sustainability/climate change measures. There were a mix of responses with people mentioning a need for sustainable transport, better recycling schemes and a need to think more about climate change in general.
- 7 people living or working in Three Rivers commented on sustainability/climate change

measures with focus on reducing the plastic use of businesses in the area, as well as a need for increased sustainable public transport – specifically creating infrastructure for cycling.

- 6 people living or working in Watford commented on sustainability/climate change measures. Comments mainly called for climate change to be at the heart of local decision making.
- 4 people who stated they lived or worked in an area 'Other' to Dacorum, Hertsmere, St Albans, Watford and Three Rivers mentioned sustainability/climate change measures in their answer.

A selection of quotes around sustainability/climate change:

- We need better sustainable transport to counter car use and congestion.
- Let's be the first local authority to develop an integrated climate change policy in advance of national standards.
- Urgently implement commercial recycling schemes that work, as currently loads of plastic and glass from businesses go to landfill.
- Please can we get to carbon zero as soon as possible.
- Air pollution monitoring in more places with easy public access to readings. Reduction of air pollution.
- Please prioritise eco-friendly technology in all areas.
- We need to work on climate change and making the area of SW Herts more environmentally friendly.

- Firms need to recycle more and it would be good to see shops where you can refill from.
- Need climate change to be a central point in all council decisions within the councils (including Herts CC) to both encourage and enforce behaviour change in the areas by residents/ businesses/ visitors etc.

Parking Issues (66)

- Comments frequently mentioned a need for more hospital parking in SW Hertfordshire. They also voiced a desire for more residential parking for new developments in order to stop overspill into local areas.

Breakdown by area (of those who answered where they live or work):

- 23 people living or working in Dacorum commented on parking issues with comments mainly reflecting a need for more residential parking.
- 22 people living or working in Hertsmere commented on parking issues with comments also mainly mentioning a need for more residential parking.
- 8 people living or working in Watford commented on parking issues with comments generally attached to statements about a need for more parking spaces to be included in new residential development to discourage overspill parking onto local streets and roads.
- 6 people living or working in Three Rivers commented on parking issues with comments reflecting a need to increase town centre disabled

parking as well as calls to increase parking prices to encourage public transport use.

- 3 people living or working in St Albans commented on parking issues with comments reflecting a need for more hospital and town centre parking.
- 3 people who stated they lived or worked in an area 'Other' to Dacorum, Hertsmere, St Albans, Watford and Three Rivers mentioned parking issues in their answer.

A selection of quotes around parking issues:

- We need better residential parking in Dacorum. The roads are becoming a danger to both drivers and pedestrians with people parking at the end of corners on t-junctions.
- To many properties being built with no car parking and the increase car travelling times in the Watford area due to the increase in population!
- Improvements to parking availability and charges to make it easier/cost effective to shop in the town centres.
- Reduce parking charges at hospitals.
- Make town centre car parking more expensive than the bus fare into town.

Cycle Paths and Pedestrian Routes (66)

- Comments mainly focussed on a need for more cycle paths and cycle infrastructure. The main justification for this was to encourage healthy living and combat climate change.

- Other comments mainly centred on a need for the maintenance and repair of pavements in SW Hertfordshire.

Breakdown by area (of those who answered where they live or work):

- 20 people living or working in St Albans commented on cycle paths and pedestrian routes. Comments connected a need for more cycle paths with combating climate change and pioneering more sustainable transport options.
- 18 people living or working in Hertsmere commented on cycle paths and pedestrian routes. In general comments suggested a need for an improved cycle network as well as maintenance of pavements which were perceived to be in a poor condition.
- 14 people living or working in Dacorum commented on cycle paths and pedestrian routes with the majority asking for more cycle paths in the area.
- 10 people living or working in Three Rivers commented on cycle paths and pedestrian routes with comments reflecting a need to maintain pavements as well as increasing cycle paths to encourage healthy living.
- 2 people living or working in Watford commented on cycle paths and pedestrian routes with one comment focussing on maintaining pavements and the other on improving cycling infrastructure.

- 1 person who stated they lived or worked in an area 'Other' to Dacorum, Hertsmere, St Albans, Watford and Three Rivers mentioned pedestrian paths and cycle routes in their answer.

A selection of quotes around cycle paths and pedestrian routes:

- Better public transport and safe pathways to walk.
- The Maylands cycle path looked really positive, would like to see more.
- There is a need to maintain the public foot paths of trip hazards i.e. tree roots that have pushed the pavement up.
- We need to concentrate on improving cycle links, improving car free cycling/pedestrian routes.
- Active travel must be encouraged as a real alternative to car use (like the Netherlands and Denmark over the past 40+ years). This means investing in walking and cycling networks within towns and between towns, providing safe secure cycle parking in new homes, places of work, stations etc, and training in safe cycling.
- We need more proper bike paths alongside roads.
- More cycle infrastructure please to combat pollution and climate change.
- Cycle routes need to be improved and increased as it a healthier way to travel.
- Please prioritise active transport e.g. protected cycle lanes. Deprioritise private cars.

Housing (63)

- Comments mainly mentioned affordable housing (52 comments) and or a greater need for housing (11 comments).

- In general comments mainly focussed on a need for a range of different housing options specifically for young people across SW Hertfordshire. The need for good quality homes was frequently mentioned as well as affordability.

Breakdown by area (of those who answered where they live or work):

- 24 people living or working in Hertsmere commented on housing. Comments emphasise a need for cheaper good quality housing options as well as more homes in the medium budget range. A need for homes for single people was also commented on.
- 12 people living or working in St Albans commented on housing with responses reflecting a need for better quality but affordable new homes, as well as homes for first time buyers.
- 9 people living or working in Dacorum commented on housing with comments mainly focusing on a need for more affordable housing, specifically for young people living in the area.
- 8 people living or working in Three Rivers commented on housing with most responses arguing that housing in the area is too expensive.
- 6 people who stated they lived or worked in an area 'Other' to Dacorum, Hertsmere, St Albans, Watford and Three Rivers mentioned housing in their answer.
- 4 people living or working in Watford commented on housing with comments mainly focussing on a need for more affordable homes in the area. .

A selection of quotes around housing:

- Critical shortage of housing availability in the medium budget range is a real problem.
- Cheaper housing options, that are built well.
- All housing is too expensive.
- We are in desperate need for housing. Not just for families and couples but for single people who are forgotten or are unable to rent a place due to prices being as expensive as a monthly wage.
- More new homes need to be built on the outer edges of the settlements.
- Cheaper houses than London.

St Albans (31)

- In general comments emphasised the need for an additional hospital in SW Hertfordshire that is easily accessible from other local locations.

Breakdown by area (of those who answered where they live or work):

- 14 people living or working in St Albans mentioned St Albans in their answer. Comments focussed on a need for improved public transport to local areas in their answer as well as a need for a hospital locally.
- 12 people living or working in Dacorum mentioned St Albans in their answer. Comments focussed on a need for a new hospital close to St Albans.
- 2 people living or working in Hertsmere mentioned St Albans in their answer focusing

on a need for better connectivity between St Albans and areas in SW Hertfordshire.

- 2 people who stated they lived or worked in an area 'Other' to Dacorum, Hertsmere, St Albans, Watford and Three Rivers mentioned St Albans in their answer.
- 1 person living or working in Watford mentioned St Albans in their answer calling for air quality to be improved along St Albans Road.

A selection of quotes around St Albans:

- It's important to retain what makes St Albans so special. Independent shops and restaurants. A sense of community and respect for nature and the environment. The current housing development is out of control and taking its toll on traffic, schools and the river Ver! I feel like the area is losing its uniqueness- shame.
- Better transport into St Albans from the surrounding villages is needed to remove the need to drive in to St Albans centre.
- We desperately need a new hospital in a central area to Hemel, Watford and St Albans.

Antisocial Behaviour (24)

- Comments centred on a need to reduce crime in general with greater police presence and visibility.

Breakdown by area (of those who answered where they live or work):

- 9 people living or working in Hertsmere commented on antisocial behaviour with comments reflecting high crime levels in Bushey and a need for greater police visibility.
- 5 people living or working in Watford commented on antisocial behaviour with comments reflecting a need to reduce crime in general. A problem with drug use was mentioned twice.
- 3 people living or working in Dacorum commented on antisocial behaviour with comments focussing on a need for more police officers to respond to crime.
- 3 people who stated they lived or worked in an area 'Other' to Dacorum, Hertsmere, St Albans, Watford and Three Rivers mentioned antisocial behaviour in their answer.
- 2 people living or working in St Albans commented on antisocial behaviour with both comments focussing on a need for more opportunities for young people in order to drive down crime.
- 2 people living or working in Three Rivers commented on antisocial behaviour emphasising a greater need for police visibility in South Oxhey.

A selection of quotes around antisocial behaviour:

- More police assistance to deal with antisocial behaviour would be good.
- Recently there's been an increase in theft and knife crime. Bushey, Watford and neighbouring Stanmore all seen recent crime issues. More police stations, more visibility of police.
- Bushey has become a bit of a crime area which is worrying for everyone.
- We need to keep crime under control.

Appendix 4

Copy of Engagement Material

Appendix 4



Figure 1: Logo

EXAMPLE USER JOURNEY

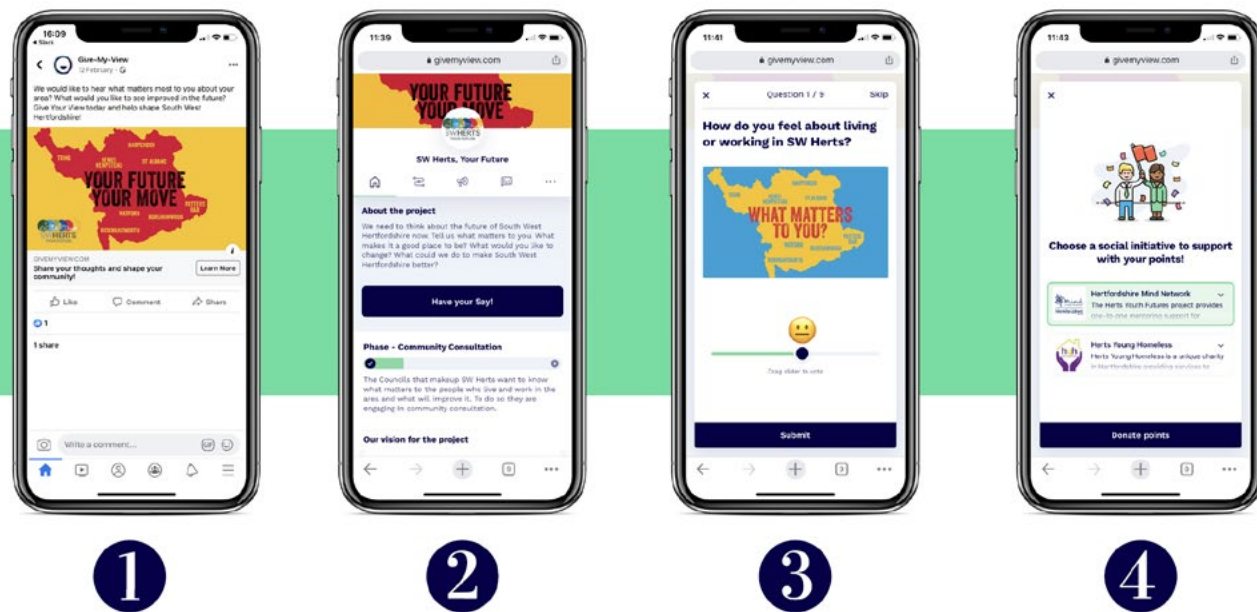


Figure 2: Example Poll Journey



Figure 3: Business Card



Figure 4: Example Video Content

Figure 5: Full Poll Journey

YOUR FUTURE YOUR MOVE

SW HERTS, YOUR FUTURE
20-05-2020

POLL JOURNEY

Give My View

FUTURE OF SW HERTS
Screen 1

9:41 givemyview.com

Question 1 / 9 Skip

How do you feel about living or working in SW Herts?

WHAT MATTERS TO YOU?

Drag slider to vote

Submit

FUTURE OF SW HERTS
Screen 4

9:41 givemyview.com

Question 4 / 9 Skip

WE DO

The Councils that makeup SW Herts are working together to shape the future of your area, and they want to hear from you!

Okay, got it.

FUTURE OF SW HERTS
Screen 5

9:41 givemyview.com

Question 4 / 9 Skip

What are your priorities for improving SW Herts?

Easier to get around Better leisure/retail/culture

Better access to education Better employment opportunity

Better health facilities Tackling climate change

Better parks and open spaces Better housing choice

Select up to 3

Submit

n.b. user scrolls to see all of the above options

FUTURE OF SW HERTS
Screen 2

9:41 givemyview.com

Question 2 / 9 Skip

What are your favourite things about SW Herts?

Parks and open spaces Job opportunities

Other Good schools and colleges

Ease of getting around Closeness to London

My local town centre Leisure / retail / culture

Select up to 3

Submit

n.b. user scrolls to see all of the above options

FUTURE OF SW HERTS
Screen 3

9:41 givemyview.com

Question 3 / 9 Skip

If you clicked other, tell us what your favourite things about SW Herts are...

Feedback 2000

Write your feedback

Email * anonymous@built-id.com

Post code * xx

I accept the Terms & Conditions

Submit

FUTURE OF SW HERTS
Screen 6

9:41 givemyview.com

Question 5 / 9 Skip

Please indicate your age range?

56 - 65 25 & UNDER

56-65 25 & Under

36 - 45 OVER 65

36-45 Over 65

46 - 55 26 - 35

46-55 26-35

Select up to 1

Submit

n.b. user scrolls to see all of the above options

FUTURE OF SW HERTS
Screen 7

9:41 givemyview.com

Question 6 / 9 Skip

What is your relationship to SW Herts?

I visit/shop here I live here

I work here I study here

Select up to 1

Submit

n.b. user scrolls to see all of the above options

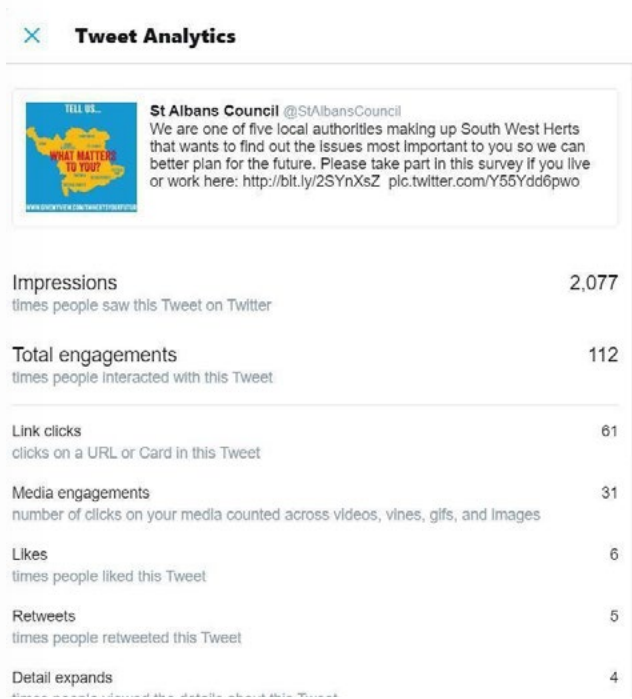
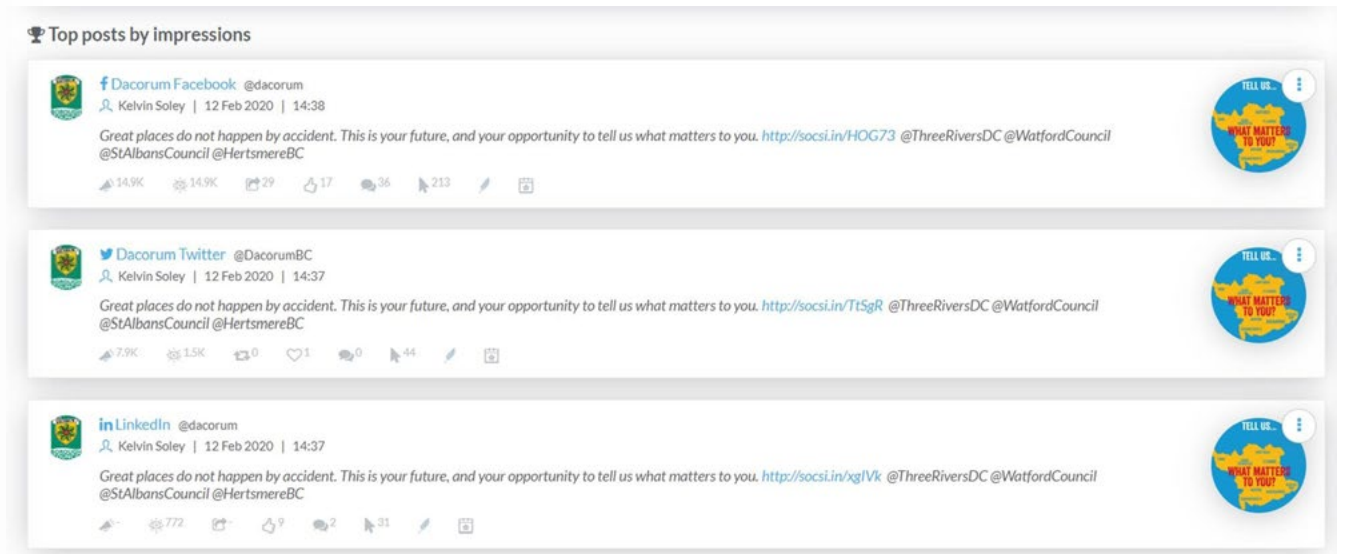
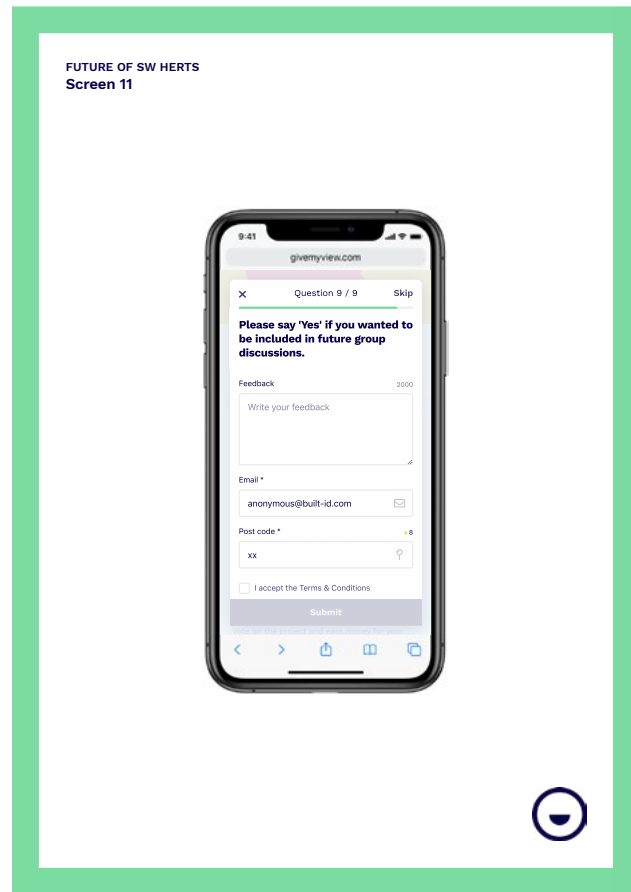
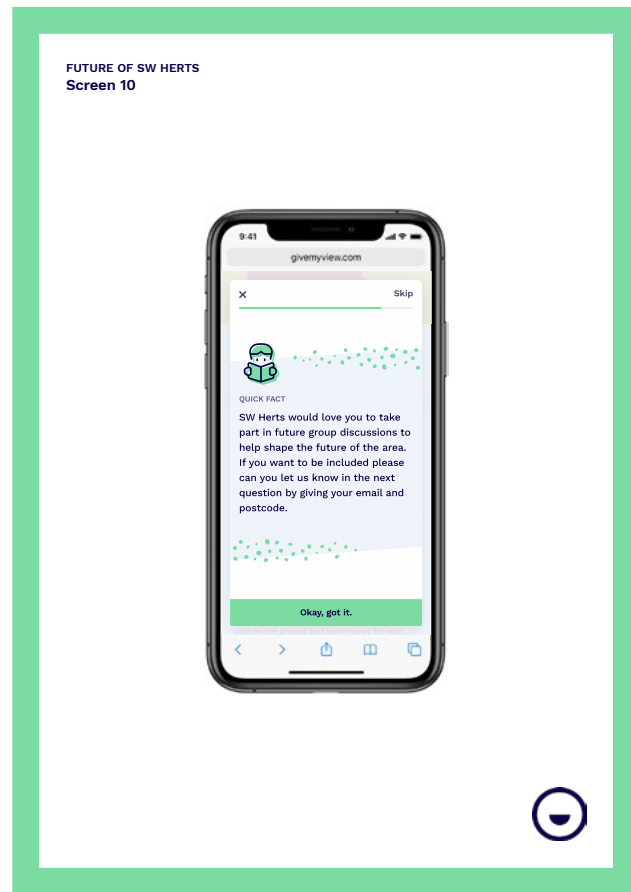
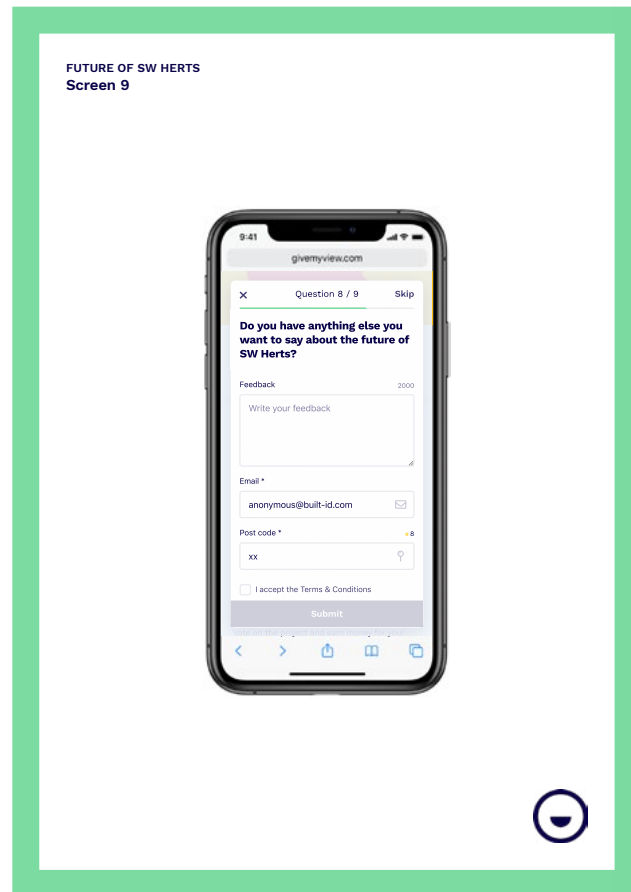
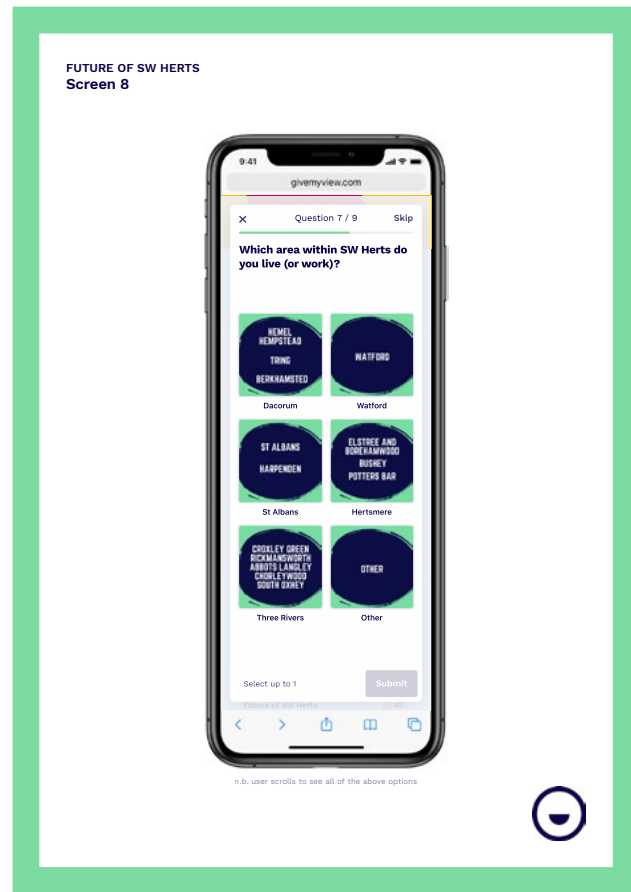


Figure 6: Social Media extracts

Figure 7: Copy of Material used at Member Briefings and Town & Parish Council briefings

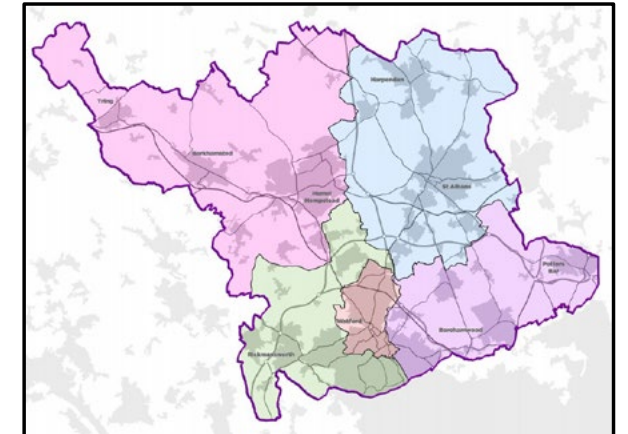
- 27th January All Member briefing at Three Rivers
- 29th January All Member briefing at Watford
- 30th January All Member briefing at St Albans
- 7th February All Member briefing at HCC
- 12th February All Member briefing at Dacorum
- 25th February Town & Parish Council briefing at Hertsmere
- 2nd March Town & Parish Council briefing at Dacorum
- 11th March All Member briefing at St Albans
- 17th March Town & Parish Council briefing at St Albans

SW Herts Joint Strategic Plan
Dacorum Borough Council
All Member Briefing
 12th February 2020



Background to the SW Herts JSP: What is it?

- A joined-up, shared vision post 2036 to 2050
- A plan that allows for a strategic approach across boundaries addressing:
 - infrastructure delivery
 - economic opportunities; and
 - housing challenges



Relationship between the JSP and Local Plans...



Why? What benefits will a JSP bring?

- Unlock and prioritise strategic infrastructure funding solutions and other investment from Government
- Create a bigger canvas to make decisions about sustainable growth
- Allow an infrastructure-led approach

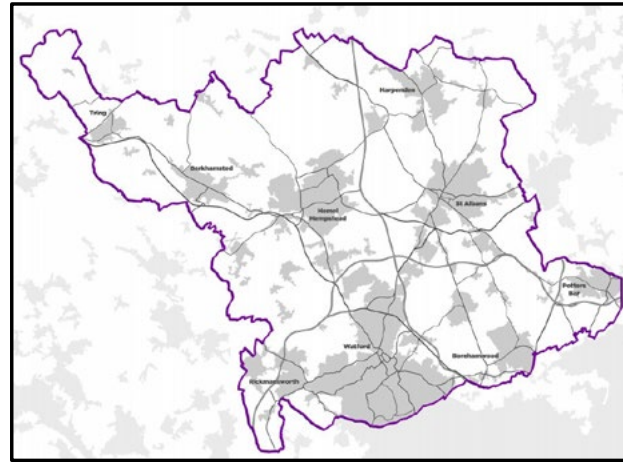


Ministry of Housing,
 Communities &
 Local Government

Without successful local collaboration, we will be overlooked for investment in favour of other areas

JSP Scope...

- A spatial strategy including Strategic Growth Areas
- Strategic housing provision
- Strategic employment provision
- Strategic infrastructure provision
- Strategic approach to Green Belt and the AONB



Engagement and communications

Why? What? When?

- Lessons learnt from JSPs being developed elsewhere
 - The importance of having an engagement strategy upfront and before decisions are made
 - Start the process of transparency and building trust
 - The need for a distinct identity



Work done to date...

- **Jan 2018** - MoU signed by all six partners on joint strategic planning
- **Mid 2018** - successful bid to MHCLG for £300k capacity funding (profile raising)
- **Autumn/Winter 2018** - Collaboration Programme for Leaders and CEO's
- **November 2018** - Appointment of full-time director
- **Mid 2019** - Statement of Common Ground
- **Summer 2019** - Appointment of engagement specialists
- **Winter 2019** - Appointment of consultants to start preparing evidence base



Proposed JSP Engagement:

Reaching a wider audience...

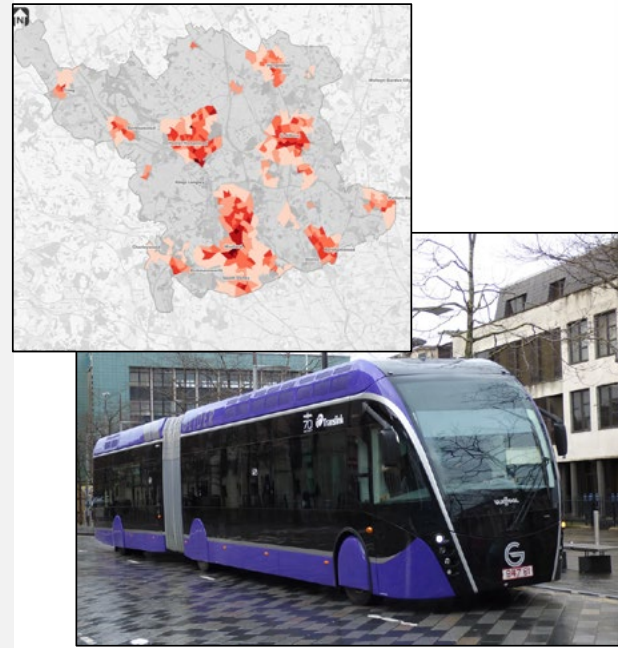
- Online engagement to commence early February
- Involving the younger generation (under 25's)
 - Moving the conversation away from planning
 - Focus on topics that matter to them
- Using social media
- Key questions:
 - Favourite thing about SW Herts?
 - Priorities for improving SW Herts
 - What would make you stay in SW Herts?



JSP Evidence Base...

Strategic Growth Locations Study and Multi Modal Study

- The **Multi Modal Study** will set out a transport strategy that delivers growth in a sustainable way
- The **Strategic Growth Locations Study** will develop a series of strategic spatial options across South West Herts.
- Timescale:
 - Stage 1: Evidence Review (Jan 20)
 - Stage 2: Spatial Options (July 20)



JSP Programme...

Key plan dates:

- Spatial Options Development: **Oct 19 – July 2020**
- Initial engagement: **February – April 2020**
- Issues & Options Consultation: **Early 2021**
- Preferred Options Consultation: **Early 2022**
- Publication Plan Consultation: **Early 2023**
- Submission to Planning Inspectorate: **Spring 2023**
- Adoption: **End 2023**



Archaeology | Built Heritage & Townscape | Delivery | Design | Engagement | Impact Management | Place | Planning | Sustainable Development | Transport

Edinburgh: 11 Alva Street, Edinburgh, EH2 4PH

Glasgow: 177 West George Street, Glasgow, G2 2LB

London: Da Vinci House, 44 Saffron Hill, London, EC1N 8FH

Manchester: This Is The Space, 68 Quay Street, Manchester, M3 3EJ

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