



GASCOYNE CECIL
ESTATES



A Vision for Hatfield

IN CENTRAL HERTFORDSHIRE

JANUARY 2016

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Welwyn
Garden City

Hatfield

Some of the suggested development around Hatfield and Welwyn Garden City.

INTRODUCTION

The prospect of change always raises concerns and fears of what the future might hold. Since Hatfield was designated a New Town much has changed. Our experience of development during the last sixty years, although invariably well intentioned, has often proved disappointing. In certain cases, the character of treasured buildings and places we love have been altered and links with the past sometimes severed.

However, we cannot avoid growth and it would be wrong to start from such a position. There are lessons we can learn from our recent experience. Those of us who live here ought to take responsibility for moulding change. And, wherever possible, landowners, statutory authorities, communities and employers should collaborate to achieve higher quality results.

If current trends continue, the population of the borough will grow by over twenty-four thousand by 2032. To accommodate this, it will be necessary to build over eleven thousand new homes in the area.¹ This can achieve positive results: if it is planned and distributed justly across the borough; if it brings investment into the local area; and if it is driven by a strategic vision.

This document proposes such a vision: a vision of new commerce at the heart of a vibrant local economy, sensitively delivered housing and a new east-west transport link to invigorate a Central Hertfordshire economic cluster comprising Hertford, Welwyn Garden City, Hatfield and St Albans.

Hatfield is at an important moment in its history. Once a town built around the coming of the railway, the expertise of aerospace manufacturing and technical education, it is now poised for another wave of growth. For this to happen positively and in harmony with those of us already living here, we must pursue a strategic vision through regional cooperation to expand the infrastructure—transport, housing, education and employment facilities—which we will need.

Our future prosperity and wellbeing depend on our preparing Hatfield and the surrounding area for the twenty-first century economy by creating the capacity to attract high-value jobs in tech and bioscience, refining and improving educational and residential arrangements within the town, and improving east-west public transport links. If we are to ensure the growth as beneficial, the community will have to work together in a spirit of broad cooperation.

As a long term land owner within Welwyn Hatfield, Gascoyne Cecil Estates' approach to the management of its holdings remains constant:

- To enhance our environment and secure the long term prosperity both of the Estates and their extended communities.
- To preserve the best of what already exists, improving conditions where possible with new homes, high-quality public spaces and thriving businesses.

We try to consider the future in this context.

A combination of carefully considered new housing, pedestrian-friendly changes to the town centre and sustainable, dedicated transport links to nearby towns can attract greater numbers of high quality companies to Hatfield. It can attract employees in high-value jobs keen to engage with their communities, provide quality social space and excellent schools. Strategic vision and enthusiastic cooperation amongst local partners can bring advanced science and hi-tech business and help Hatfield to find new purpose in the twenty first century - a new chapter in its long and distinguished history.

¹ Strategic Housing Market Assessment Partial Update 2015, Welwyn Hatfield Borough Council (2015).

I.

A BRIEF HISTORY OF HATFIELD

"Even for a vigorous and forward-looking institution, as we hope we are, an occasional backward glance is not necessarily out of place."

Sir Norman Lindop, Director of Hatfield Polytechnic
(1975)

Before 1900

Hatfield has been an important place for as long as the history of England has been recorded. Situated five miles from the Roman city of Verulamium, it was the likely site of a villa. In the year 1108 the abbey of Ely was converted by Henry I into a bishopric, and for four hundred years Hatfield became one of the residences of the Bishops of Ely – hence its full title of Bishops Hatfield, which, in ecclesiastical parlance, the Parish retains to this day. This was a place of welcome and calm for a succession of Kings and noblemen to stop for enlightenment or pleasure en route to or from London. It was beneath a tree in the grounds of Hatfield Park that Elizabeth I heard of her accession to the throne in 1558. The following day Elizabeth held her first Privy Council in the Great Hall of what is now known as the Old Palace.

At the end of Elizabeth's reign, her successor, King James I persuaded Sir Robert Cecil to swap the house and property of Theobalds for the Manor and Palace of Hatfield. When the Cecils arrived at Hatfield in 1607, they demolished most of the former Bishop's Palace and built the present Hatfield House.

Until the twentieth century, the development of Hatfield was predominantly driven by the demands of the estate and Hatfield's role as a staging post on the Great North Road. Industry in the area was dominated by agriculture. Some took advantage of its position on the Great North Road to establish coaching inns. Notably, the Searancke family became major landholders and provided much employment as they bought pubs in the town and expanded the Hatfield Brewery.

The coming of the railway, a halt on the route north from London to York, changed the character and nature

of staging posts like Hatfield. When the Great Northern Railway finally opened its main line from London to the North in August 1850, Hatfield, 17 and three quarter miles from Kings Cross, was the fifth station from London and quickly became an important junction. Hatfield also served the former branch lines to St Albans, Luton, Dunstable and Hertford. The 3rd Marquess of Salisbury, three times Prime Minister, made much use of the railway and had his own train to take him to and from London. The staggered platforms are a legacy from when Queen Victoria and other dignitaries were frequent visitors to Hatfield.

1900 – 1990

After the First World War Ebenezer Howard founded Welwyn Garden City on land just north of Old Hatfield, some of which was sold to him by Lord Salisbury in support of his endeavours. The population of Hatfield at this time was around five thousand.

The opening by the de Havilland Aircraft Co. of an aerodrome in 1930 on farmland to the west of Hatfield marked a milestone in Hatfield's history. The company's School of Flying was the first operation to open, followed by flying clubs which held garden parties, aerobatic displays and national air races. Regular visitors included famous flyers, royalty and aristocracy, actors and actresses, racing drivers, politicians, senior military men and representatives from Britain's other great aircraft manufacturers.

Throughout 1934, de Havilland created new buildings for its global headquarters, factories and an Aeronautical Technical School. The victory of the sleek, red Comet in the England-Australia air race that October had lasting significance for the town, which expanded to accommodate the growing de Havilland workforce. The legendary Tiger Moth and iconic airliners such as the Dragon Rapide came off the production lines.

In 1941, the company partnered with the Hertfordshire County Council to train apprentices. The Chairman

donated ninety acres of de Havilland land in 1944 to the Council on condition that it be used for education. Over the next few years the Council built the Hatfield Technical College, which opened in 1952. With 1,500 apprentices, the primary remit of the College was to produce highly qualified engineers, technicians and tradesmen of all kinds. Principal WAJ Chapman once described the apprentices of the College, from schools across the UK and the rest of the world, as “the top 5% of the country’s brains.”

Education at the College was practical. Courses offered apprentices six weeks theoretical training in college alternating with six weeks on the factory floor. This offered the young apprentices first hand involvement in the production of the Comet, the first commercial jet airliner. The de Havilland works inspired a real connection to and pride in both the work and the locality. Good quality training and solid employment prospects provided the thorough grounding necessary for aircraft engineers to work around the world.

The Hatfield factory kept expanding and by 1949 had become the most substantial employer in the town, employing nearly 4,000 staff. During the Second World War they had changed from manufacturing a small range of biplanes to developing more advanced types: the agile and high performance Mosquito (producing 4444 during the war), cutting edge jet aircraft such as the Vampire and, later, the Comet; the world’s first production jet airliner.

In June 1948, the Labour government designated Hatfield a New Town as part of the 1944 Greater London Plan. The government compulsorily purchased 2,340 acres (9.5 sq. km) aiming to house a 25,000 strong population of mostly inner-city London migrants.

After the war, the success of jet engines caused demand for propellers to plummet and forced the propeller division of de Havilland to evolve. In 1952, they took on government contracts to develop Firestreak, Britain’s first operational air-to-air missile. By the mid-1950s they began work on Blue Streak, a medium-range

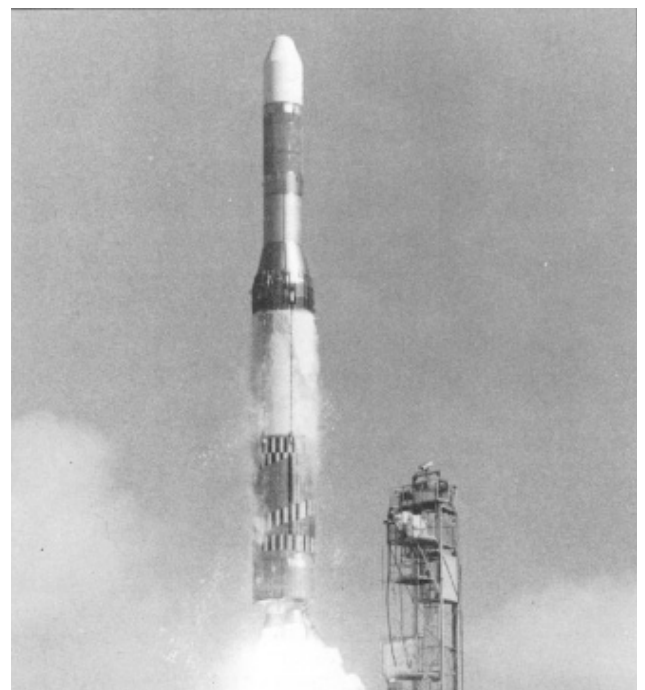
ballistic missile designed to offer Britain an independent nuclear deterrent. Although the government cancelled production, the rocket was subsequently adapted to become the first stage for the European Space programme.

Elsewhere in the borough, 1959 saw the Royal Veterinary College (RVC) open its Hawkshead Campus in North Mymms, bringing world class research and educational facilities to the area.

In 1960, Hawker Siddeley took over de Havilland before, in 1978, it was nationalised as part of British Aerospace. In 1969, the Technical College became a Polytechnic. Throughout this time Hertfordshire continued to develop rapidly.

1990 to the present day

The quarter-century since 1990 have brought further change. The loss, in 1993, of manufacturing when BAe closed Hatfield operations destroyed the town’s reliance on its traditional skill base.



De Havilland Blue Streak missile - UK nuclear ballistic missile.

The transformation of Hatfield Polytechnic into the University of Hertfordshire shifted educational prospects away from local technical expertise toward more diverse and global industries. The University is the town's economic driver and seeks to integrate further with it.

These economic and political developments undermined and stripped away the town's traditional sense of purpose and identity, a development exacerbated by the physical barrier of the A1(M), its Hatfield tunnel and Comet Way which undermined its sense of place.

Hatfield, like other towns, has become home to an ageing core population while the younger population now consists mostly of transient students who are offered, and seek, little long term commitment to the town.

At the same time the Business Park has blossomed. Nearly a quarter of the Welwyn Hatfield workforce can now be found upon either the Business Park or the neighbouring University campus. It now employs thirteen thousand people, well in excess of the eight thousand jobs that were lost when BAe closed its operations in 1993. Of course, these jobs are of a different type. From university lecturers and support staff, to scientific positions offered by global pharmaceutical group Eisai, to IT system staff of

Computacenter, to the engineers, mechanics, computer scientists, shelf pickers, mathematicians and drivers of Ocado. The effect on the community of these jobs must however be assessed with care: EE, for example, brought staff from Paddington and Borehamwood when it relocated to Hatfield and the Business Park does not necessarily yet generate the sense of belonging that de Havilland and its successors once brought.

Nevertheless, the diverse mixture of industry that has emerged in place of the aerodrome is promising. In an increasingly uncertain global economy it is useful to have a diverse local economy rather than remain heavily reliant upon the success of a single firm.

In summary, although the dissolution of manufacturing in the last twenty years has affected the perception of the town, Hatfield has a strong record of expertise and a proud past we can build on for the future.



The first Trident G-ARPA, partially complete, in August 1961 at Hatfield. (BAe Systems/ Cromwood Books).



Above and below, central Hatfield today.



The Galleria - Hatfield retail experience.



Hatfield Business Park

2. HATFIELD TODAY

"As a company which has a sense of history we aim to have history in the future."

Sir Stuart Hampson, Former Chairman of the John Lewis Partnership

The history outlined above has left Hatfield with valuable strengths and several challenges. Its location, close to London and Cambridge, nestled within the Golden Triangle (see opposite), ensures that the town is well served by north-south road and rail links. The town's modern history as a base for innovation and expertise is something to be proud of and can provide a useful springboard into the future. And Hatfield enjoys the presence of several large, long-term local stakeholders. For instance Gascoyne Cecil Estates, the Royal Veterinary College, the University of Hertfordshire and Goodman (operators of the business park), have the ability to provide positive influences and expertise as the town begins to plan for the future.

On the other hand, several potential difficulties remain. As long ago as 1951, the County Plan warned of poor east-west transport links. Despite the extension of the A120 in the east and the A414 to the west, cross-County travel remains a significant problem. It takes around 30 minutes to cover the 6 miles to St Albans from Hatfield by bus, and 25 minutes to Hertford if you can catch one of the 2-3 buses each hour. By way of comparison, the similar distance across London between Canary Wharf and Waterloo can be covered in 9 minutes on a tube leaving every 2 minutes. Increasing population and poor perceptions of public transport as a result lead to unacceptably high levels of car usage.

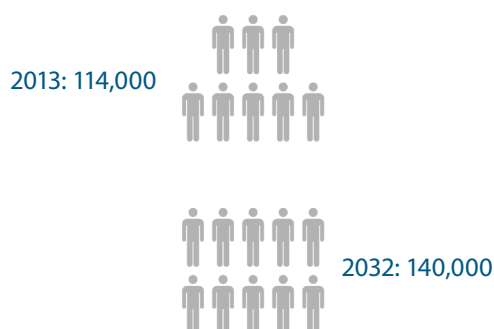
The twenty-five thousand young people at the University are too much separated from the town and there is little incentive for students to remain as part of the local working population after they graduate.

The town at present has a shortage of quality housing, and its schools need investment. Some argue that Hatfield has lost its way. Since aerospace manufacturing closed, the town has offered a mixture of wholesale and

retail-based industry with further emphasis in health and social services. Hatfield is too often frequently seen as a town which lacks a strong sense of identity, and which lacks purpose and vision.

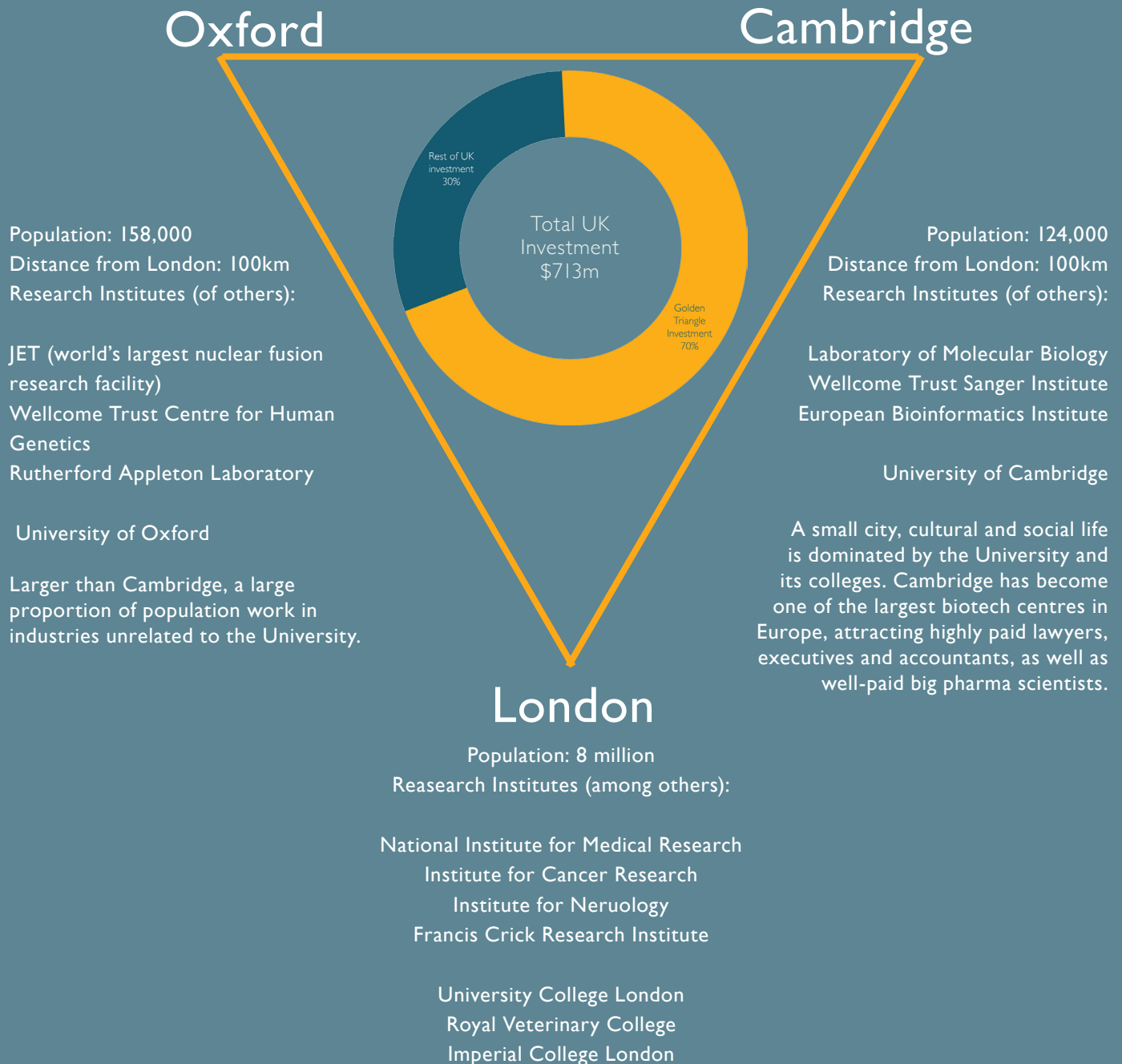
Initiatives like Hatfield 2030+ are positive and early workshops suggest the process to give Hatfield a new start is moving in the right direction. Delivery, however, will require strong leadership and a commitment to succeed in building a more exciting, fulfilling and pleasant Hatfield.

Welwyn Hatfield Borough Population



The Golden Triangle

The Golden Triangle is a network of bioscience research clusters, set around world-leading research institutes and universities in London, Cambridge and Oxford. The Golden Triangle accounted for 70% of investment in UK bioscience research during 2014, shown in the doughnut below.



There are far more distractions and little in the way of centralised laboratory facilities (c.f. Harvard, Cambridge, etc.), but an Oyster card can take you between a highly diverse range of research institutes, from the Institute for Cancer Research to the London Centre for Nanotechnology.

3. THE FUTURE

A KEY ROLE IN A CENTRAL HERTFORDSHIRE CLUSTER?

Hatfield is perfectly positioned for economic growth. Well-located, the town has potential as a digital and bioscience hub as London interests look outward beyond existing city boundaries. Scope therefore exists to become an attractive, prosperous twenty-first century town as part of a Central Hertfordshire economic cluster.

With a population of 39,300, Hatfield cannot at present compete with cities several times larger, for example Oxford (158,000), or Cambridge (128,030). But careful development in anticipation of projected population increases provides an opportunity for Hatfield to forge a key role at the heart of a Central Hertfordshire cluster. Such a vision would see the populations of St Albans (72,200), Welwyn Garden City (48,400) and Hertford (26,800) combine to reach a population of 186,700, bigger than both Oxford or Cambridge. (See *Cluster infographic opposite*).

The approx. Gross Value Added (aGVA) by tourism in each of these Hertfordshire towns is obviously smaller than Cambridge, or Oxford; but, taking tourism as an example, an agglomerated Central Hertfordshire cluster can act as a significant economic hub. (See *opposite*).

An economic cluster would allow settlements to retain their individual characters and avoid the perils of urban sprawl. Individually, of course, these towns have plenty to offer. St Albans is an enchanting cathedral city; Hatfield offers Hatfield House and the old town as well as quality education at the University. Welwyn Garden City is an internationally renowned garden city and Hertford offers the charms of a traditional English market town with links to the Lea Valley beyond. Improved east-west connections between the four towns would allow them to combine to rival Oxford or Cambridge as an economic hub and a tourist destination beyond the London metropolis in green, leafy Hertfordshire.

Each of the four towns has struggled to find a strategic perspective which defines its role within Hertfordshire. Developing a coherent plan has therefore been difficult. None of the four towns, in isolation, has the critical mass to make large infrastructure projects viable. Transport or housing decisions have either been postponed or attempted in a piecemeal fashion as a result.

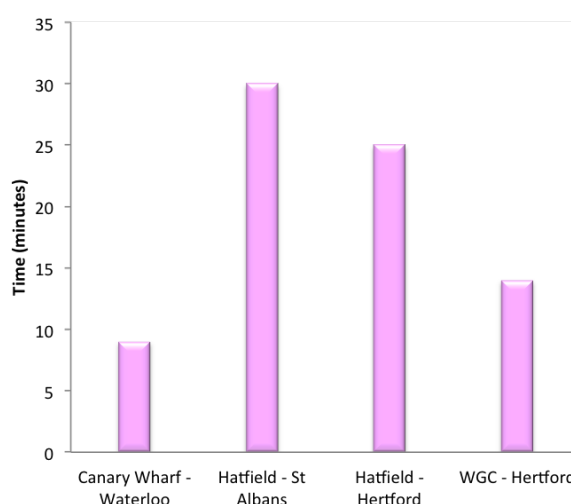
Gascoyne Cecil Estates believe that there is an economically sound case for an integrated economic plan for Hertford, Welwyn Garden City, Hatfield and St Albans. This, whilst embracing the spirit of cooperation envisaged by the NPPF, would give each town access to a larger marketplace, a more flexible workforce and broader prospects. It would offer greater capacity and opportunities to develop a tech-based local economy.

This kind of joint approach would give the opportunity to put development where it is most suited. It would also encourage a higher standard of development and so avoid many of the existing negative perceptions of change.

Travel Times

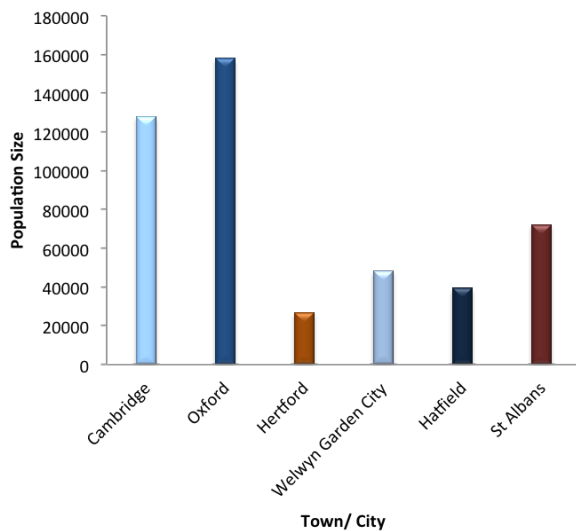
It takes around 30 minutes to cover the 6 miles to St Albans from Hatfield by public transport, and 25 minutes to Hertford if you catch one of the 2-3 buses each hour.

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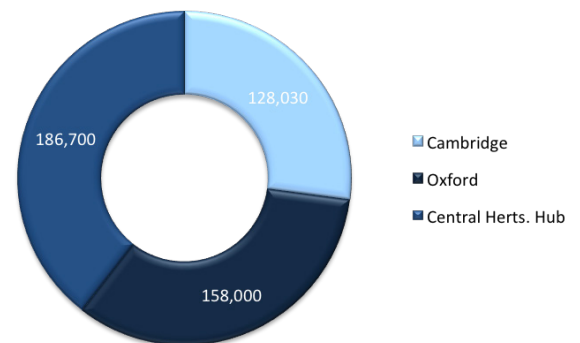
Central Hertfordshire Economic Cluster

Individual Population Sizes



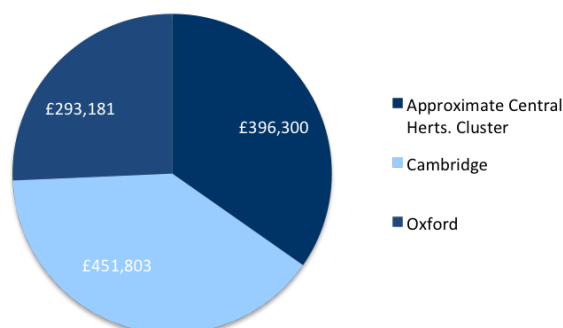
Each of those Hertfordshire towns struggles to compete with cities such as Oxford and Cambridge, and none alone commands the critical mass to advance strategic infrastructure projects.

Combined Population Size Comparisons



Brought together as an economic cluster, however, the towns' combined populations reach a critical mass which can compete with cities the size of Oxford or Cambridge.

Tourism aGVA Comparison £th



The approximate Gross Value Added (aGVA) by the combined tourism sectors of Central Hertfordshire economies rivals both Oxford and Cambridge.

4.

ASPIRATIONS FOR THE LOCAL ECONOMY

"When the past no longer illuminates the future, the spirit walks in darkness."

Alexis de Tocqueville, *Democracy in America* Vol. II

Hatfield has the potential to become an attractive location to live, work and play. It already offers a healthy environment, moderate living costs and rapid connections to London and Cambridge. It has the ability to become a flexible place for encouraging enterprise and innovation at the centre of a broader, well-connected Hertfordshire.

As a long-term landowner with many historic associations within Welwyn Hatfield, Gascoyne Cecil Estates' approach to the management of its holdings remains constant. Our policy is, and always has been, to sustain the best of the past and adapt to the changing demands of today and the pressures these can bring: to preserve the finest that we have whilst aiming to complement it with attractive new homes, high-quality public spaces, and, wherever possible, encouraging local businesses to thrive. Our goal is to enhance our environment.

The Business Park aside, much of the employment land and buildings are now dated and unsuited to the needs of modern business. The town needs new facilities that offer attractive and flexible environments for businesses which are accessible from integrated transport links. It may be that some existing employment sites are better suited to residential development and each site should be carefully considered on its merits.

Strategic vision and cooperation amongst local partners will be necessary to bring advanced science and hi-tech business to the local economy. For example, a Central Hertfordshire cluster that can present itself as an Enterprise Zone will attract exactly this kind of innovative commerce.

Meanwhile, there are opportunities to provide flexible laboratory and office space in Hatfield. Multiple tech city centres are emerging across London, and the rest of the UK, as entrepreneurs and technological innovators

move in search of cheaper rents. Over 250,000 jobs are provided by inner London tech city whilst over 50,000 additional jobs are currently being advertised across the UK. As already noted, Hatfield is connected to the heart of London. With the imminent extension of the Oyster card it will become easier to reach central London from Hatfield than it now is from Shepherd's Bush or Hackney. A town like Hatfield that can offer collaborative working environments and short-term, flexible office contracts at attractive rents, will provide an attractive environment for these cutting edge sectors to flourish. The world class research facilities at the University of Hertfordshire have the capacity to be used more broadly, whilst new competitively-priced, flexible office or laboratory space would promote technology and science startups. As these develop into new industries the area would once again discover its pioneering spirit.

Local employment in science and technology should encourage local education. Twenty-five thousand students study at the University. Both students and the town would benefit from greater engagement with the town, working alongside local businesses, and connecting with the community on outreach projects as part of their wider education. Local partners and agencies engaged on development and infrastructure projects should equally be encouraged to take on civil engineering or construction students as apprentices. Increased contact with students would foster a knowledge-based spirit, engender pride and connection to the Hertfordshire region, and encourage them to stay in the area.

Croydon Tech City: a case study



Once a concrete jungle pariah town, Croydon is now home to a vibrant community of software developers, technological innovators and venture capitalists.

It offers the least expensive Grade A office space within the M25.

It boasts access to Central London and international flights from Gatwick in less than 15 minutes, as well as a tram connecting swiftly to other parts of south London.

Croydon has the fastest broadband speeds in Greater London, the lack of which has hindered growth of inner London Tech City as well as Cambridge and other digital clusters.

The burgeoning community is partly the result of focused effort by Croydon Tech City, who have focused on 4 main areas:

- inward investment,
- innovative culture,
- future talent, and
- funding.

Forthcoming incubators and workspaces with greater flexibility will add greater depth to the cluster.



Concrete jungle - central Croydon a postar contemporary of Hatfield



Croydon Tram Link - convenient, popular transport link across south west London.

DEMOGRAPHICS AND THE UNIVERSITY

The University of Hertfordshire attracts thousands of young people to study in Hatfield and the surrounding area. Accordingly, there is a huge but transient population spike of those in their early twenties compared with the nearby towns of Hertford, Welwyn Garden City or St Albans, which are well-populated by young families. Although 95% of University of Hertfordshire graduates will find work or further study within six months of their graduation, the shortage of suitable employment, vibrant nightlife and social spaces locally means that the majority of students leave the area upon graduation.

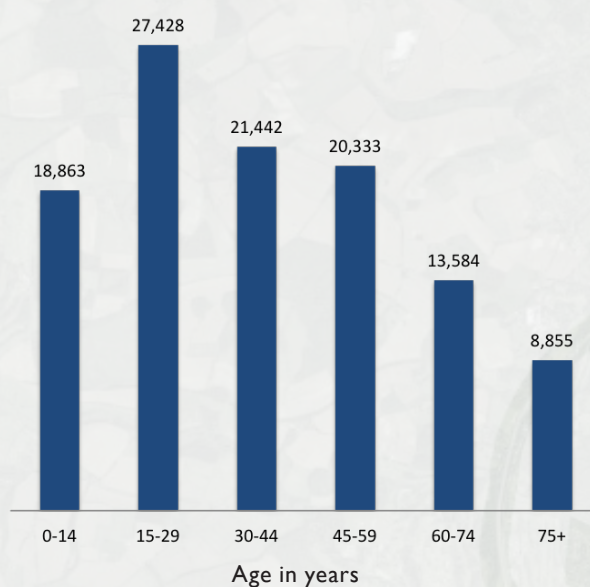
The University has nevertheless had some notable successes. Alumni include the Aerodynamics Director for the A380 superjumbo jet, whilst a UH graduate can be found working in every British Formula 1 team, on the special effects of several major Hollywood blockbusters and as midwives who deliver most of the babies in Hertfordshire! Moreover, it already offers 6,000 square metres of laboratory and office space at the Welwyn Garden City Biopark facility.

The University has a clear track-record in producing excellent graduates. This provides a great platform on which to build a programme which encourages students to work and earn a stake in the future technological and advanced science sectors of the local economy, and then to remain within the community after graduation.

The benefits of a young and skilled population are many. From simply balancing an ageing population, to bringing new vibrancy into many of the different aspects of local civil society - school governing boards, parish and district councils, charity trustee boards, amenity groups as well as those single-mindedly pursuing innovation.

Hatfield should aim to attract and retain a balanced demographic through an ability to offer the prospect of a thriving community with innovative businesses and good housing connected by efficient and convenient transport infrastructure.

Welwyn Hatfield Population Spread



LOCATION

Hatfield's geographic location is a significant asset. The UK already contains the largest bioscience cluster in Europe, and London Tech City remains the largest digital economy hub in Europe.

Within the scientific sphere, London, Cambridge and Oxford, frequently referred to as the Golden Triangle of bioscience research, attract 70% of investment (see p.11).¹ Research and development is invariably highly specialist and influential: developing new treatments for cancer, and tackling other varieties of debilitating disease. It is at the absolute cutting edge of biological research.

Hatfield is conveniently situated at the heart of this triangle, already affording rapid connections to London and Cambridge. The University of Hertfordshire has established expertise in research and seeks to further increase capacity. The Francis Crick institute at St Pancras and the Royal Veterinary College (RVC) campuses at Camden and Brookmans Park are both already at or close to full capacity and keen to expand. Indeed, as the New Scientist acknowledged a decade ago: *"University College London would be hard-pressed to find a broom cupboard for a potential spin off company."*

Established in 1791 and receiving its Charter in 1875, the RVC is an institution with a long-standing tradition of expertise and success. The College runs a campus to the south of Hatfield as well as the London BioScience Innovation Centre it opened in 2001 to incubate biotech startups.

A key factor in the success of the Golden Triangle is the ability of the universities (principally Cambridge, Oxford and UCL and Imperial in London) to incubate startups pioneered locally by their academic researchers. (See Babraham Institute case study, below). These can offer a commercially viable concern and much-needed revenue streams for universities, but as the New Scientist has noted, laboratory space in London is prohibitively expensive (as are house prices) for fairly low-paid researchers or young entrepreneurs.

A similar trend can be seen in the digital economy. High land prices in London are causing young tech entrepreneurs and scientific researchers, few of whom earn big salaries, to move out of central zones in search of cheaper places to live and work. Hatfield has the potential to satisfy this market, creating new facilities, drawing upon existing institutions, expertise and transport links.

By way of an example, Croydon has benefited massively from tapping into London's infrastructure and now boasts the fastest growing tech city cluster in London.² (See Croydon Tech City case study, above).

Offering cheaper rents and rapid access to London and Cambridge, Hatfield is an obvious place for clusters to emerge. For this to happen, existing advantages must be exploited by developing the necessary infrastructure – high-quality integrated public transport, good education facilities, and attractive yet affordable housing – to support a fledgling research and technology industry, and assist in producing the people who drive it.

1 \$502m of \$713m, medcityhq.com

2 ONS Business Register.

HOUSING STOCK

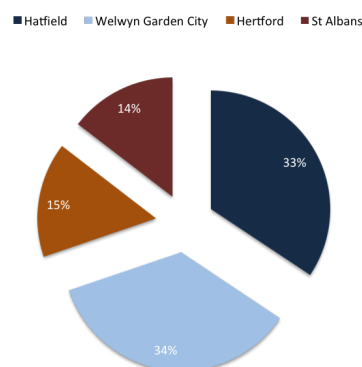
Hatfield's evolution from historic settlement to postwar New Town has resulted in an imbalance in Hatfield's housing stock. In addition, much of the postwar housing is ageing and will need to be replaced over the coming decades.

As the graph to the right shows, in both Hatfield and Welwyn Garden City over a third of households live in social housing: a far higher proportion than in St Albans or Hertford. And while less than half of Hatfield's population own their home - low in comparison to Welwyn Garden City, St Albans and Hertford - far more Hatfield residents rent privately. (See middle graph to the right). The low cost of doing so, in comparison to the other three towns and to London, combined with the flexibility renting offers, shows Hatfield as a suitable place to attract the young and entrepreneurial who drive the digital economy.

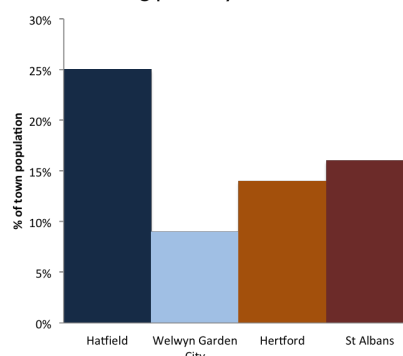
Although the cost of buying in Hatfield is moderate in comparison to other areas of the South East, Welwyn Hatfield Borough Council believes that the lack of affordable housing remains a problem. This is defined as socially-rented as well as housing which is affordable for young people wishing to maintain links with the area.

If new development is to encourage true community spirit then developments must encompass flats and houses ranging in size and price and which can be afforded by a representative cross section of the population. It is important that any development planned to tackle this housing deficit - whether large or small - adheres to the three pillars of sustainable development: economic, social and environmental well-being. Of course, the key benefit of larger developments lies in their ability to provide appropriate additional funding for new infrastructure - for example, new roads, community facilities, primary and secondary schools and better leisure facilities. A masterplan would ensure that neighbouring landowners will continue to work in a spirit of cooperation and with commitment to an overall vision.

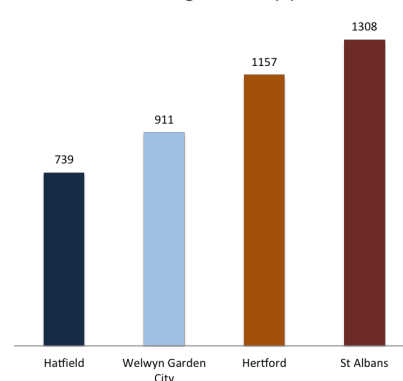
% of Social Housing in each town



% Renting privately in each town



Average Rents (£)



The Babraham Institute: a case study



Babraham Research Campus provides around 115,000 sq ft of state-of-the-art laboratory space.

The Babraham Institute (BI) is a National Institute of Bioscience located near Cambridge. A world class institution for life sciences research, the BI attempts to understand the core building blocks of human health. Research focuses on basic cell and molecular biology with particular emphasis on healthy ageing: how cells develop and respond to the environment, how we age, what underlying mechanisms affect this process, why older people respond differently to infection than the young.

It is well-placed and connected. Affiliations with the University of Cambridge, its University Partner Institution for graduate training, ensure first class social and academic student experience. The Institute is actively involved with Graduate School of Life Sciences within the University: BI students account for 6% of the total postgraduate population in the Faculty of Biology, BI project leaders are full University supervisors, and the Institute Director acts as a Head of Department. Babraham PhD students are all members of Cambridge Colleges and participate actively in university life.

Research is also supported by specific funding from Biotechnology and Biological Sciences Research Council, the Medical Research Council, Wellcome Trust and the European Commission.

As part of its research campus, the BI runs a bioincubator that offers bespoke, state-of-the-art research and development facilities to small and medium sized enterprises. This currently hosts over 60 bioscience company tenants, half of which collaborate with the Institute. The bioincubator is important for maximising the impact of research: commercialisation can transform research into action for social and economic benefit by making the science and expertise more broadly available. The Institute also manages licensing of new technologies to existing pharma and biotech companies. Licence income accounts for large part of BI commercial revenues (£2.7m in 2013-2014).

The Institute has an sizeable impact on the local economy, with an estimated GVA of nearly £30m, supporting 477 jobs in the local area. For the national economy, the BI adds around £45m and 650 jobs.

DEVELOPMENT: OPPORTUNITIES FOR POSITIVE CHANGE

Symondshyde and Stanboroughbury

Careful masterplanning can strengthen existing settlements and improve them as places to live. For example, new residential development can be laid out to create an improved soft edge to the north-western side of Hatfield and create a stronger, long term Green Belt boundary, rounding off the northern edge of the town.

Development at Stanboroughbury, of around 1,650 dwellings, would be substantial enough to offer the key benefits of larger developments outlined elsewhere, including the ability to provide additional funding for necessary infrastructure - schools, civic and community buildings and improved access to green infrastructure.

Land at Symondshyde is proposed for a new sustainable satellite village, 1 km from the proposed development to the north west of Hatfield (HAT 1). The proposal satisfies the economic, social and environmental pillars of sustainable development detailed elsewhere, dispersing the proposed 1,100 dwellings around a new village green, primary school and local convenience store. The development also has the benefit of complementing the development at Stanboroughbury nearby.

Transport links including those for pedestrians and cyclists are proposed between the new village at Symondshyde and the development at Stanboroughbury. Areas of open and recreational space are similarly proposed. Existing landscape features such as veteran oaks and mature hedgerows would be retained wherever possible for their landscape and ecological value, as will the wildlife sites which would also be protected by a green buffer within the site.



Proposed development at Stanboroughbury and Symondshyde.

Freiburg: a case study

"Freiburg is widely considered the single best city for sustainable urban development"

WWF, 2012



Freiburg: green city nestled in alpine foothills.

Freiburg is a university city nestled at the edge of the Black Forest in the southwestern corner of Germany between the Swiss and French borders. Bucking the postwar trend to pull up trams or rail tracks and lay tarmac for motorcars in their place, Freiburg preserved and expanded its tram network which now runs for 17 miles across the city.

The city is now being well-rewarded. Good air quality, efficiently used space and a quiet, sustainable transport system (the tram network runs on 100% renewable energy) that is well-integrated with other transport modes all provide a high quality of life for Freiburg citizens whilst maintaining the economic wellbeing of the city as a whole.

What is so Good in Freiburg?

The city offers cheap, clean transport options to its citizens. It achieved this by promoting pedestrians, bicycles and public transport whilst becoming less hospitable to car traffic.

Freiburg public transport serves 227,000 people and has managed ever-increasing demand: growth of the city, increased capacity and good perception of public transport has seen the number of trips triple from 29,000,000 in 1984 to an estimated 104,700,000 in 2015.

- The 17 mile long tram network is integrated into the 104 miles of city bus routes as well as the regional railway system.
- 70% of the population lives within 500 metres of a

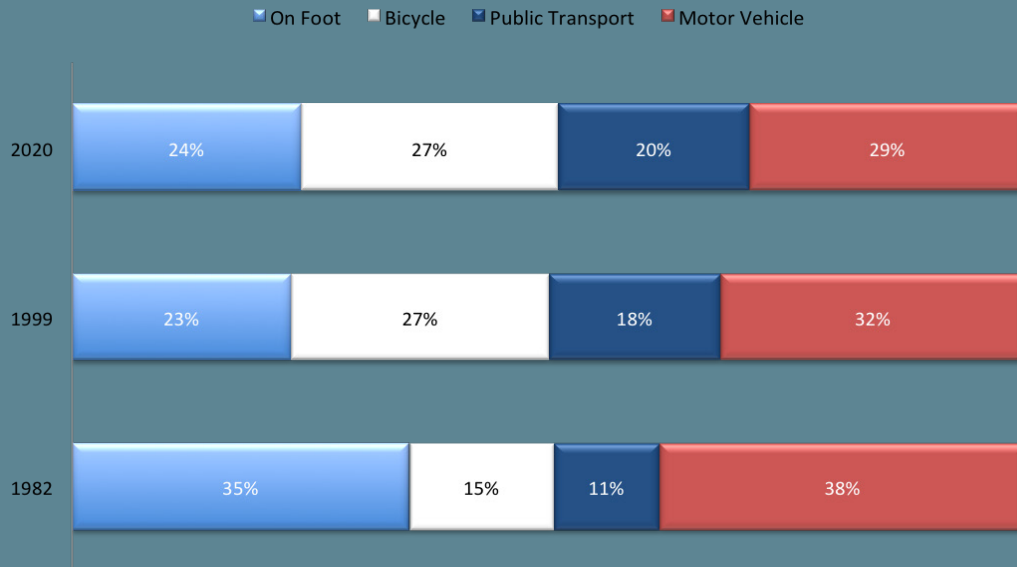


Tram, bicycles, pedestrians and cars: a broad split of transport modes.

tram stop.

- Trams run every 7.5 minutes in rush hour.
- A ticket for unlimited travel on the entire urban network, across all modes of transport, bus tram and train, costs €47 for a month. This is regional: 2,900 km of routes run by 17 different transportation companies as well as the tracks of German Rail.
- 400 km of cycle paths.
- 30 km (19 mi) per hour speed limit, reduced to walking speed limit on some streets.
- Democratic participation is high. Direct citizen participation is important especially in planning how to use land: for example, residents can apply for walking speed limit designation for their street.
- The city makes 140 vehicles available through the Freiburger Auto-Gemeinschaft e.V. scheme that offers members the occasional use of a car, a yearly free pass for public transport and a 50% discount on national rail tickets.
- High design standards around the amount of energy each house can consume ensure low energy use, insulation and the use of innovative energy sources, including solar, wind, hydropower and biomass.
- 3,800 small allotments to outskirts of the city as oases for city residents. Set to increase.
- Two thirds of Freiburg's land (155 km sq) is designated for green uses while under a third is used for urban development including all transportation.
- Rieselfeld district designed with 240 hectares designated landscape conservation area in comparison to the 78 earmarked for residential development.

Modal Split in Freiburg



How Did They Do It?

During the 1970s, the largely academic population organised to resist the building of a nuclear power station nearby. The most resolute leaders of this campaign decided to continue the struggle by taking political office or founding green companies that advocate for or produce more efficient sustainable energies. This led towards Freiburg's emergence as a global exemplar of sustainable urban life, leading solar panel manufacture as well as use, conserving land, and offering the high quality of life commensurate with carefully considered spatial and transport planning.

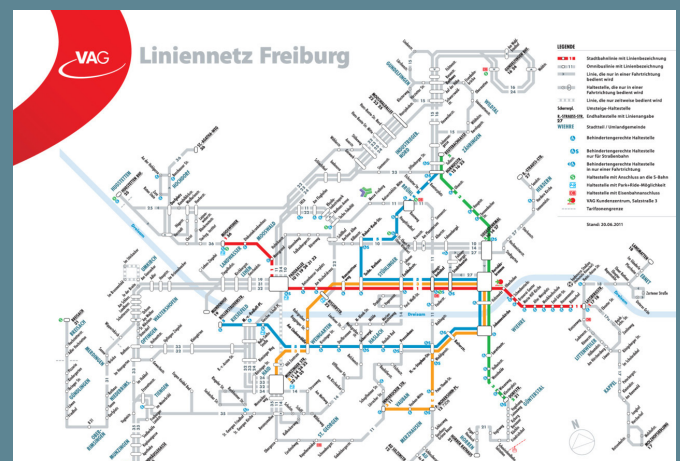
Freiburg planned strategically for a future that was based on the simple idea that people do not have to use fossil fuels, but can innovate, improve and overhaul the way we use energy. It has pursued its sustainable transport infrastructure by:

- *Extending the public transport network*
- *Promoting bicycle/ pedestrian traffic*
- *Bringing in traffic restraints*
- *Channeling individual motorized traffic*
- *Parking space management*

The far cheaper parking charges on the outskirts encourage people to park there and use public transport to come into the centre.



Tram tracks manage to look fitting in the cobbled, rainy streets of south-west Germany.



The tram network - the colourful strands - is well-connected to other services. It serves around 200,000 people - comparable population size to a Central Herts. cluster.

PUBLIC REALM AND TRANSPORT INFRASTRUCTURE

In order to achieve these wider goals, Hatfield must evolve to provide an increasingly attractive, welcoming environment for pedestrians. The town can improve its public realm by closing underpasses and creating more attractive and direct routes. The newly renovated Hatfield Station provides an example of what can be achieved. This project, delivered through the cooperation of multiple stakeholders, has resulted in slower vehicle speeds, a better pedestrian environment and more welcoming gateway to Hatfield. The continuing regeneration of Old Hatfield will further improve first impressions for those arriving on foot, by bicycle or by public transport, and thus serve as a catalyst for transforming the wider area.

Nevertheless, over half of the working population of Hatfield still choose to travel to work by car. Although nearly half of all journeys are only five miles long, a mere sixth of commuters at present choose to get to work on public transport, with even fewer travelling on foot.¹

Yet public transport through Hatfield and central Hertfordshire represents an opportunity. With a busy north-south connection - as noted elsewhere, London is only 20 minutes south and Cambridge less than an hour north - Hatfield Station already caters for over 2 million passengers each year. Recent changes to the weekend Thameslink service provide even more immediate links to the heart of London Tech City at Silicon Roundabout (Old St. Station) and a growing, rejuvenated East London. To the west of the County, the Midland Mainline and further Thameslink services pass through St Albans, whilst Hertford offers connections to Liverpool St. Station.

The University operates a growing bus service with links across Hertfordshire: to Hertford in the east, Welwyn Garden City to the north, St Albans to the west and into North London. Unfortunately, as shown in the "Travel Time" figures above, the limited frequency and lengthy duration of bus journeys between these four Hertfordshire towns fails to inspire commuters: public perception of buses and the service they provide at present remains low.

Although car ownership remains high - almost 90% of households - it is important to note a new trend: the desire to drive is dropping sharply among young people. Around half of 17-20 year olds had a driving licence in 1990, yet by 2011 this had dropped to just 31%.

The concurrent rise in the popularity of ride-sharing, car clubs and Zipcar-like initiatives points to broader structural shifts in the cultural and economic habits. Young people now see less point in owning cars: and priorities are therefore changing in our towns and cities. Core infrastructure will need to change accordingly.

The Executive Chairman of the Centre for Economic and Business Research (Cebr), Douglas McWilliams, points out in his book, *The Flat White Economy*, that the bicycle is a symbol of the digital economy. Technological innovators, whether for cultural or financial reasons, tend to travel more by bicycle and public transport than by car. This trend makes more sense in London - a dense urban area where car ownership is expensive and difficult - than Hertfordshire. But it is a trend which can be encouraged as those driving the digital economy look further afield for greener pastures and cheaper rents.

A vibrant, sustainable economy demands an urban environment that does not waste commuter time in traffic jams, or land for roundabouts and parking spaces. Integrated public transport would be a pivotal part of future economic development. It would enable more people to give up car travel and provide better connections between Central Hertfordshire towns which, as noted elsewhere, would provide the physical infrastructure to serve a new economic cluster.

To change the current perception of Hatfield will require a bold vision and leadership which understands the importance of quality, in housing, transport infrastructure, landscape, education and employment. A good example of what is possible is Freiburg in Germany. Largely reconstructed during the postwar years and thus a contemporary of Hatfield New Town, Freiburg has been remarkably successful at offering attractive and

¹ ONS, 2011 Census.

affordable alternatives to car use. Since the 1960s the city (of just over 200,000 people) has limited driving within the city to less than a third of journeys, by developing an extensive tram network and cycle and pedestrian routes, whilst channeling cars away from pedestrian-only central zones. Today in the city, around half travel to work on foot or by bicycle, nearly a quarter by public transport and third by car.

As Norman Baker MP explained in the Coalition government paper, *Green Light for Light Rail*, data shows a clear preference for trams over buses. Passengers and communities appreciate the simplicity and permanence of fixed tracks and - because they are seen as more reliable forms of public transport - are more likely to use them.² This is especially the case when the fixed system is well-integrated with other forms of public transport or cycle routes.³

Whilst the key growth areas of the Hertfordshire LEP Strategic Economic Plan run north-south, along the M1/M25, the A1(M) and the A10/M11 corridors, GCE believe present policies underestimate the opportunities presented by enhancing east-west infrastructure.

For too long it has been difficult to travel across the county along this axis. Better east-west transport links would open great opportunities for each town. As shown earlier, the combined economic weight of Hertford, Welwyn Garden City, Hatfield and St Albans could combine in a collective economy on a scale that would give them a combined critical mass that none could achieve individually.

Those who at present have no access to a car, and who want to travel to Hertford from St Albans, or even Hatfield, now face an unappealing wait for an infrequent bus service which is at the mercy of increasingly congested roads. A purpose-built, properly-integrated transport link between the four towns would, however, open up Central Hertfordshire as an attractive and vibrant economic area in its own right.

In addition, Crossrail 2 is considering which route to adopt. Whatever is decided, connectivity will become even more important and should become even more of a key strategic priority for Central Hertfordshire.

It is important that any plans to improve public transport and provide residents and commuters with swift, comfortable travel and additional twenty-first century convenience (with WIFI, for example) should simultaneously discourage a reduction in car usage. Success would reduce pollution and increase economic capacity within the town and wider area whilst underlining Welwyn Hatfield as an attractive place to relocate to.

Enhanced public transport links will enable commuters, tourists and shoppers to eschew the car and take an easier, quicker and more convenient journey. At the same time, safer and pleasanter walking routes, and better-lit cycle paths separated from major thoroughfares, are essential for enabling the community to move easily in and around the town centre through a series of more attractive, interconnected public spaces. To improve the quality of life even further, however, it will also be necessary to reduce car usage in town centres. Whether St Albans, or Hatfield, a town centre is more attractive when there are fewer cars, and when those that are there drive responsibly. A 20mph limit in urban areas is, therefore, desirable.

² 2011, p.19-20.

³ 2004 NAO Report

GREEN CORRIDOR

It is important to prevent Hertford, Welwyn Garden City, Hatfield and St Albans coalescing.

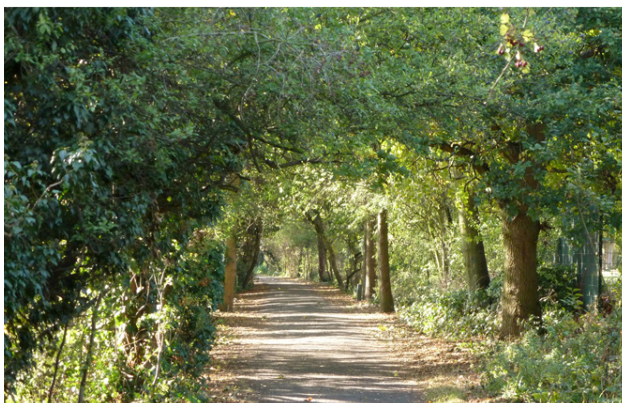
The NPPF released in 2012 seeks development of a high quality built environment with accessible local services that reflect the community's needs and support its health, social and cultural well-being. Furthermore, the Framework seeks development that protects and enhances our natural built and historic environment whilst helping to improve biodiversity, use natural resources prudently, minimise waste and pollution and mitigate climate change – with a view to building a low carbon economy.

Welwyn Hatfield already has several established footpaths and cycle routes as well as open space in public and private park land. Existing routes are a valuable resource for local communities, but the quality of the network is variable and the landscape suffers often from problems all too common in the urban fringe.

A well-managed green corridor running from Hertford, between Welwyn Garden City and Hatfield, to St Albans would deliver significant environmental improvements, including enhanced walking and cycling links.

Not only would such a corridor offer access to green spaces but it would preserve the separation of the four settlements.

The corridor would also offer community space and facilities, would protect ecologically important areas, and encourage travel by foot or bicycle..



The Alban Way, old railway line-turned cycle route between Hatfield and St Albans.



Newly renovated Hatfield Station.



Proposed green corridor will enhance Central Hertfordshire.

THE VISION

Hatfield can build a vision for its future without reference to its neighbouring towns. However, it can build an even more attractive future if it collaborates with St Albans, Welwyn Garden City and Hertford. Together the four towns could really drive the local economy and make Central Hertfordshire an even better place to live.

12 Key Points

- Open up potential for the digital economy to spread to Hatfield, with appropriate, well-serviced, flexible office space, well-connected transport and attractive public realm improvements.
- Provide facilities and encourage life sciences and hi-tech scientific research to come to Hatfield. Promote potential partnerships with the University of Hertfordshire and Royal Veterinary College.
- Lobby for, promote and build an efficient and attractive public transport system, paying particular attention to opportunities afforded by improved east-west connectivity .
- Plan transport in anticipation of coming residential development and commercial growth.
- Enhance the public realm and quality of life with dedicated cycle and pedestrian routes.
- Reduce car traffic in central areas of town.
- Ensure that new housing is well-designed in carefully considered locations that provide adequate community facilities.
- Plan green infrastructure and ensure it is easily accessible.
- Promote a spirit of bold leadership of strategic planning and genuine local collaboration.
- Change present perceptions of Hatfield, and create a vision for it as an attractive place in which to live, work and play.
- Promote opportunities arising from a Central Hertfordshire economic cluster.
- Create attractive and interesting environments which are integrated with surrounding areas.

NOTES

NOTES

FURTHER READING

For those interested, what follows is a select bibliography.

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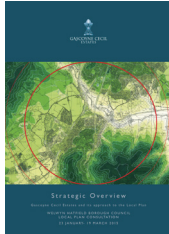
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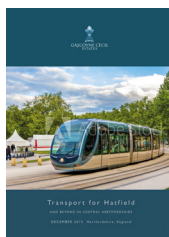
Other Gascoyne Cecil Estates Publications

Copies of these documents can be obtained from the Estate Office, Hatfield Park.
Alternatively, further information and downloads can be found at: www.gascoynececil.com



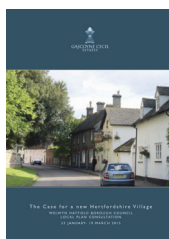
A Strategic Overview

A Strategic Overview to the Welwyn Hatfield Local Plan, provides a concise overview of representations made by Gascoyne Cecil Estates. The summary includes details of each of Gascoyne Cecil Estates sites together with proposals for green infrastructure and a sound long term plan



Transport for Hatfield and Beyond in Central Hertfordshire

Transport for Hatfield argues that careful consideration of transport infrastructure is an essential component of future growth and development. It suggests that east-west connections are insufficient and the opportunities for their regeneration undervalued. It highlights present challenges as well as opportunities for the future.



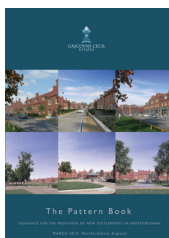
The Case for a New Hertfordshire Village

The Case for a New Hertfordshire Village puts forward the case for new villages as a viable approach to tackling the housing crisis. Given that villages housed a huge majority of the British population for much of the last millenium and that the English rural idyll still pulls people out of cities today, this brochure suggests that - as one of several housing delivery models offering answers to the present housing crisis - it is time for a rebirth of the English village.



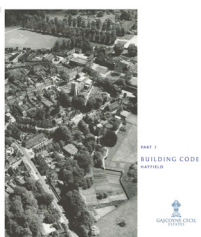
A Green Infrastructure Strategy for Central Hertfordshire

The Green Infrastructure brochure puts forward, in detail, our proposals for a Green Corridor stretching from St Albans to Hertford by Hatfield and Welwyn Garden City. Management proposals are discussed as well.



The Pattern Book

The Pattern Book provides greater detail on each of Gascoyne Cecil Estates' strategic development sites. Clear analysis is provided of design principles including densities, road hierarchies and landscaping.



Building Codes

A series of four books published to lay out design guidance and codes for building and development across the Estates. This series of books highlights the importance of sound architectural detailing, materials and landscaping, and ensures our partners adhere to similarly high standards of both design and construction.

