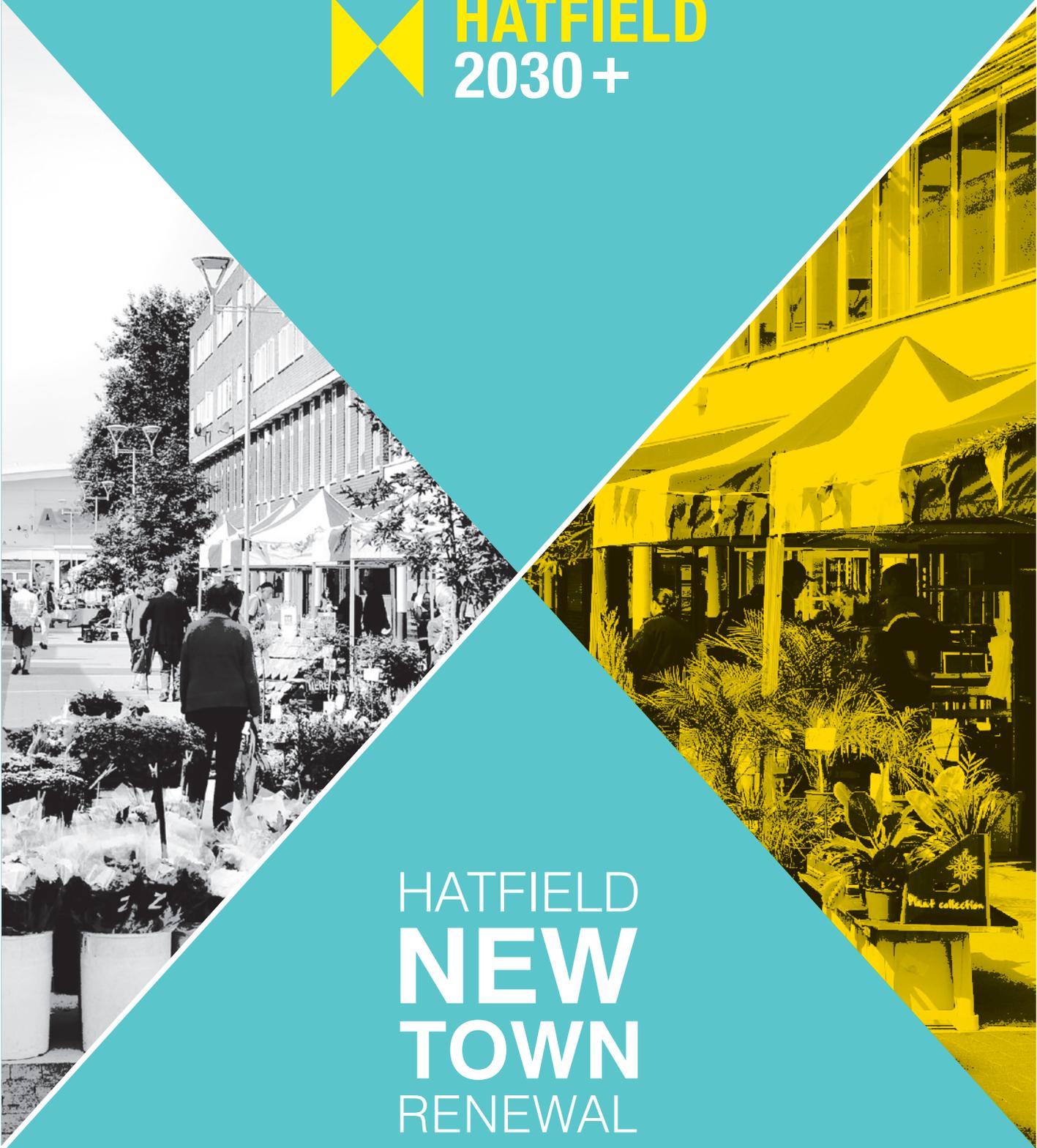




HATFIELD
2030 +



HATFIELD
**NEW
TOWN**
RENEWAL
FRAMEWORK

July 2016

Foreword

by Professor Quintin McKellar

Hatfield has a rich heritage stretching back to the 16th Century when the original Palace of Hatfield was occupied by Elizabeth I. In more recent times the town has been a vibrant centre for the aviation industry and an exciting post-war new town, absorbing the population growth brought by the baby boom of the 1950s. Industry has changed and Hatfield is now a University Town with a dynamic growing Business Park.

Hatfield faces challenges, partly as a by-product of its pioneering change and growth, with a housing stock of similar age and type, unsympathetic road orientation and an outdated town centre.

The town's key stakeholders have now gathered to set a new direction, investing into what is the beginning of a new journey for a New Town, one wholly backed by the community. We will ensure that Hatfield grows and changes by ensuring its many assets work together to attract investment which will redefine and reposition the town as a pioneer once more.

The Hatfield 2030+ project will harness the imagination and aspiration of the people and stakeholders of the town to create an attractive, prosperous and sustainable environment, that enhances the recreational and cultural amenities of the town.

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Introduction

Hatfield is a town with **huge potential**, a fantastic community, a rich and diverse history and a host to big business and academia. Yet Hatfield faces a number of challenges, like many New Towns of its era, and needs **an ambitious plan for change and renewal**.

This document is the product of a concerted effort by the town's communities and stakeholders to set out an aspirational and deliverable long term plan for the future renewal of Hatfield to 2030 and beyond, one that **re-ignites the New Town pioneering and entrepreneurial spirit**.

The Hatfield Renewal Partnership members are:

Welwyn Hatfield Borough Council, Hertfordshire Local Enterprise Partnership, University of Hertfordshire, Hatfield Town Council, Goodman Business Parks, Welwyn Hatfield Community Housing Trust, Oaklands College, Finesse Leisure, Gascoyne Cecil Estates, Hertfordshire County Council, Welwyn Hatfield Chamber of Commerce and the Galleria.

www.hatfield2030.co.uk

The development of the Hatfield Renewal Framework has been overseen by the Hatfield Renewal Partnership. The Partnership Board have worked proactively with the community to plan the future renewal of Hatfield with the key aim of promoting its economic, social and environmental development. Importantly this includes a long term strategy for the regeneration of Hatfield Town Centre which will include the delivery of a substantial number of new homes.

This ambitious renewal framework will drive economic activity and provide a framework for both public and private investment across Hatfield, setting a strategic context for renewal whilst identifying a portfolio of more specific projects intended for implementation over the next 15 years and beyond. The renewal framework sits alongside the Welwyn Hatfield Borough Council Local Plan, which establishes a growth agenda for the town and wider district.

The key aspiration of the Hatfield Renewal Framework is to **unlock the potential** of Hatfield by:

- Improving its centres – including through the residential led regeneration of the town centre
- Improving the range and quality of housing in the town, to provide for local residents and new communities, taking advantage of the connections to London
- Using art, culture and placemaking as key visible drivers for regeneration, drawing on the town's rich and varied history
- Enhancing business growth, enterprise and learning, building on the success of the Hatfield Business Park and University of Hertfordshire
- Ensuring the town is well connected, particularly for walking and cycling safely between its centres, as well as linking the town through an effective public transport system
- Providing modern, high quality, social and community infrastructure



Hatfield from past to present

Hatfield has a fascinating history. From its original Saxon origins, the town grew slowly until it was designated a New Town in 1948 prompting a period of rapid growth.



Historic Hatfield

The settlement of Hatfield is known to date back to at least Saxon times. Hatfield House was built in 1611 on the former Hatfield Palace which was Elizabeth I's principal residence for three years prior to her becoming queen in 1558. The residence remains a key attraction and a cultural and economic asset.

Strategically located along the Great North Road, Hatfield further benefitted from the arrival of the railway station. There has been a market in Hatfield since 1226 and street trading continued in Old Hatfield until the 19th century. The market was revived in 1957 when the square was built in the new town and has continued since then.

Aviation

Hatfield expanded dramatically in the 1930s with the opening of the De Havilland aircraft factory. Hatfield has an unrivalled place in British aviation history with some of the country's most iconic aircraft being designed and built in the town. The wartime Mosquito, Britain's first jet airliner, The Comet, and the famous Trident were all produced at Hatfield. As the aircraft industry expanded, housing was built to accommodate the influx of skilled workers.

The New Town

Following the Second World War, Hatfield was designated a New Town under the New Towns Act 1946, with the target of accommodating 25,000 residents. The Hatfield Development Corporation, which was set up to create the New Town, elected to create a new town centre instead of expanding the constrained centre of Old Hatfield.

The New Town layout zoned land for housing, industrial and commercial uses. A vision of excellent pedestrian and transport links was drawn up to allow people to walk to work or take public transport. Hatfield today retains many New Town characteristics, including modernist architecture dating from the 1950s, along with significant pockets of green open space.

Twenty first century

By 1993 all aerospace production at Hatfield had ended and shortly after the Hatfield Business Park replaced part of the old aerospace site with the aim to attract other industries to the town. Some new housing was also provided on this



De Havilland Comet Prototype at Hatfield

site. Whilst the business park has shown continued growth and success, the prestigious memory of aircraft production remains embedded in the New Town community.

A major success story in recent times has been the University of Hertfordshire. The University of Hertfordshire started at College Lane and originally developed as a technical college and later a polytechnic during the late 1960s and 1970s. It achieved University status in 1992 and expanded onto the remaining portion of the former aircraft site in 2003 in the form of the £150 million de Havilland Campus.

The most significant recent infrastructure change to the fabric of the town came in 1986, when the Hatfield A1(M) tunnel was opened. Soon after the Galleria shopping centre, which sits above the tunnel, opened (1991) hosting a range of retail and leisure units. Today the Galleria is a retail outlet centre.

Hatfield benefits from a distinctive past drawing on both its historical roots and the rapid growth and change associated with its 'modern history' New Town status. Such a history brings with it challenges in terms of the physical form, layout and aesthetic of the New Town legacy. Equally there are major opportunities, building on the spirit of innovation, growth and renewal.



White Lion Square

Hatfield today

Hatfield in 2016 is a **town of potential**. It has a wealth of assets from the enterprise of the business park to the success of its university, enviable connections by road and rail and a dynamic community.



20% of the Hatfield population are between 20 and 24 years old



Hatfield Business Park

Population

Hatfield is a growing and changing town; its **population grew by 31% between the 2001 and 2011** censuses, reaching 39,000 residents in 2011. The student population accounts for over 25% of the local population and as a result Hatfield has younger than average residents. Population growth is expected to continue into the future, based on borough level forecasts.

Hatfield experiences pockets of deprivation, particularly around the central and southern areas, manifested through lower skill and wage levels.

Employment

There are around 27,000 jobs in the Hatfield area. The census reports that there are some 18,000 people in the labour force in Hatfield, illustrating that **there are 50% more jobs than there are workers**.

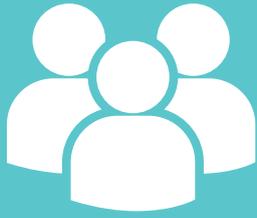
A higher than average proportion of Hatfield residents are employed in the retail sector. However the town, including the business park, has strengths across IT, education and retail employment.

27% of the Hatfield population have higher level skills (level 4 qualification or above). This is typical of the national and regional average, although this varies significantly within the town.

Housing Trends

Hatfield generally has a higher percentage of private and social rented housing than other local towns. This reflects the New Town legacy and volume house building in the 1950s and 1960s alongside the growth of the University of Hertfordshire. House prices in Hatfield vary considerably across the town, ranging from higher value properties in Old Hatfield to lower value stock in the 1950s-60s 'New Town' builds. Overall the town average is just above Welwyn Garden City but below St Albans and Hertford.

Hatfield needs to identify land for around 3,000 new homes between 2011 and 2031 in order to meet its objectively assessed need. Sites for development have been identified within the existing urban area and large strategic sites on green belt land. New homes can help to diversify the housing stock and help to regenerate the town, providing the opportunity to balance recent employment growth and the presence of students with a growing resident population.



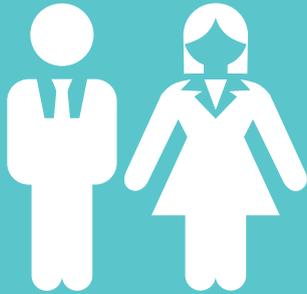
39,000

Hatfield population
(31% increase between the 2001 and 2011)



27%

of Hatfield population
aged 18-24 years old
(14% in Welwyn Hatfield Borough)
(8% East of England)



1.5 jobs

per working age resident in Hatfield
(0.5 jobs per resident in St Albans)
(0.5 jobs per resident in Stevenage)



£359,000

average house price in Hatfield
(£497,000 in St Albans)
(£338,000 in Welwyn Garden City)



3,039

houses need to be delivered
in Hatfield up to 2031



31%

social rented housing in Hatfield
(27% in Welwyn Hatfield Borough)
(16% in the East of England)

Travel and movement

Hatfield has exceptional connections, with journey times of less than half an hour into Kings Cross, and the A1(M) providing access to the strategic road network. The A1(M) runs through, and under, the middle of Hatfield, creating a degree of separation between the original New Town and the newer communities to the west.

A relatively high percentage of Hatfield residents travel to work by walking or cycling in comparison to the borough and regional averages, being able to access work in the town.

At the borough level there are a total of 38,565 inward commuters and 23,044 outward commuters, indicating a significant net inflow of workers both to the borough and Hatfield town.

Although Hatfield will remain strategically well located it will not benefit directly from major planned infrastructure investment such as Crossrail. This, combined with the planned developments of other towns, underlines the need for Hatfield to have a clear path to renewal.

Spatial

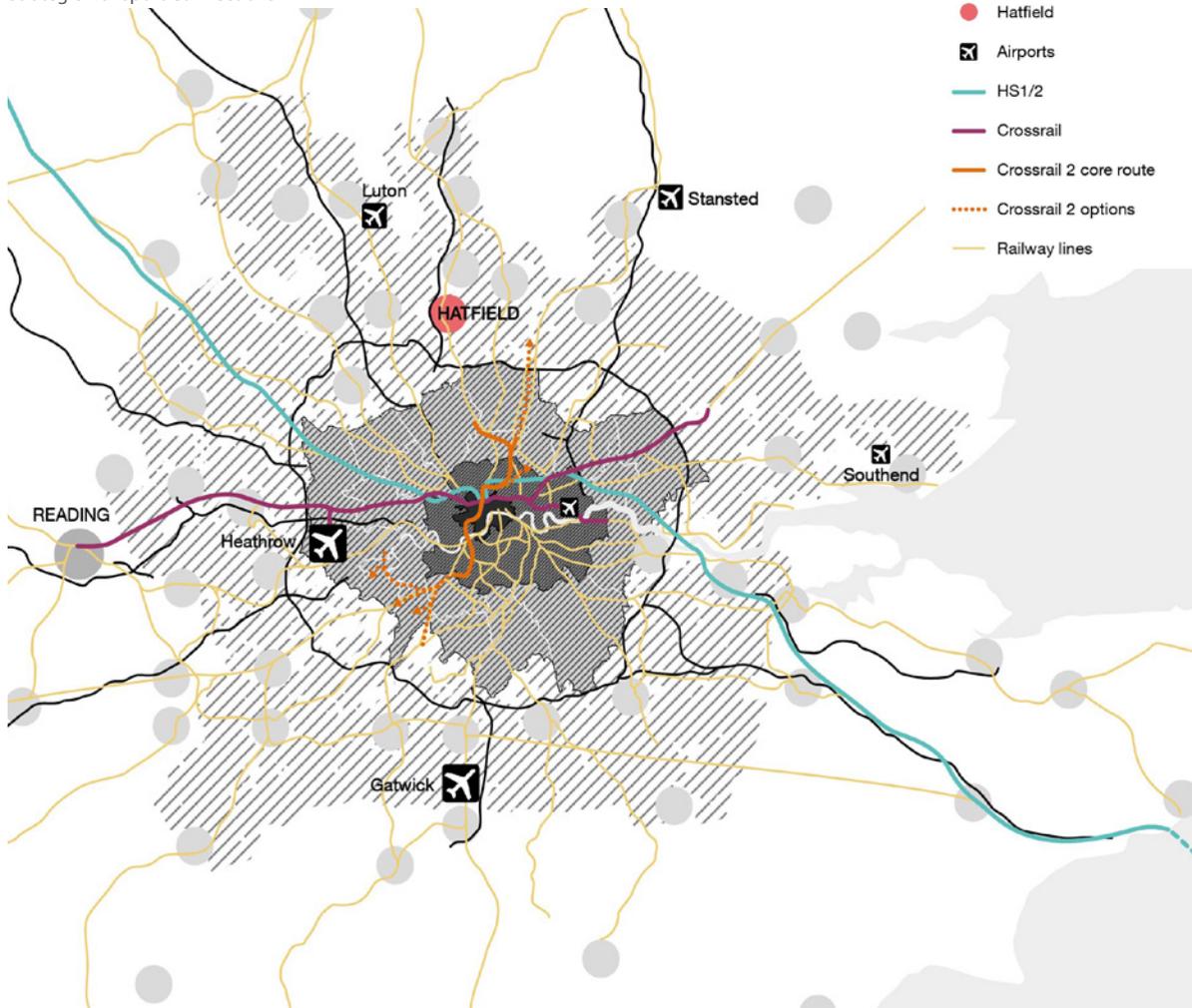
Hatfield's New Town layout means that it is 'polycentric' with a number of centres playing different but important roles. This includes the town centre, Old Hatfield, the Galleria regional shopping centre and Oldings Corner out of town retail park.

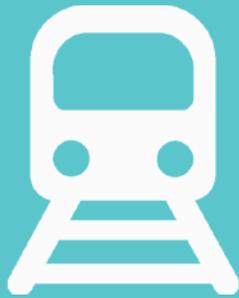
Hatfield's main assets and facilities are also spread out across the town, such as the railway station, Hatfield House, the business park and University campuses. These are generally in walking or cycling distance of each other however in places the connections need improving, particularly to the station.

Retail

Hatfield retains a low percentage of resident retail spending as it is leaked out to other areas, from Welwyn Garden City and St Albans to Stevenage and London. The town centre offer is relatively limited and skewed to value brands, whilst the Galleria focuses on the outlet market. The evening economy is also limited, although the Galleria has a range of restaurants and a cinema. There is a need to improve the retail and leisure offer and recapture market share, particularly with an increasing population.

Strategic Transport Connections





23 mins

via train to London
(St Albans - London: 27 mins)
(Stevenage - London: 32 mins)



16%

of Hatfield residents
use public transport
(15% in Welwyn Hatfield Borough)
(12% in the East of England)



24%

of Hatfield residents
walk and cycle to work
(19% in Welwyn Hatfield Borough)
(19% in the East of England)



3.7%

of money spent by residents
on comparison goods in Hatfield
(Hatfield residents spend 4% in Welwyn
Garden City, 5% in St Albans, 7% in Watford)

Hatfield has strong connections to London, with journey times of less than half an hour into Kings Cross and the A1(M) offering a fast vehicular route into the city also.

Hatfield 2030: The community view

Engagement and consultation has been a critical element of establishing the 2030+ vision for Hatfield, with an extensive programme of activities to explore **resident and stakeholder issues, priorities and aspirations** for the future of the town.

How we engaged

This future plan for Hatfield has been developed with extensive community input.

In autumn 2015, a range of themed interactive public exhibitions were held across the town. These took place at the University of Hertfordshire, the Galleria, Hatfield Car Boot Sale, Hatfield Halloween Festival and the Hatfield Farmers' Market.

A number of targeted events were also held to engage with local students, youth groups, tenant groups, local businesses and key stakeholders. Engagement techniques included a branded coffee cart and 'Vox Pop' video booth, as well as a website, Facebook page, Twitter account and online survey.

A further round of consultation activities took place in February and March 2016 to test the emerging vision and ideas that had developed from the autumn consultation.

Over the course of consultation over 900 questionnaires were completed, complemented with a wide array of informal responses captured from all members of the community both face to face and online.



University of Hertfordshire consultation event



Hatfield 2030+ coffee cart

“

Hatfield is a superb location and already has some wonderful strengths. Hatfield Park, the Business Park, Leisure facilities, stations etc. It is crucial to change perception of the town

”



What the community said

Key Challenges

Housing, including improving the quality and volume of stock in the town

Competitiveness with local towns in the Borough as well as utilising the success already in the town to improve the area as a whole

Accessibility and connectivity within the town, highlighting the internal connections that need to be improved and capitalising on its location in the county and proximity to London.

Safety improvements to walking routes and by reducing road speeds.

Town centre offer needs to be improved, with a greater variety and quality of shops, a better food and drink offer and enhanced public spaces.

Growth and retention of local residents and students through improved employment opportunities in the local area.

Opportunities and aspirations

Town centre, leisure and retail functions - Improved by increased housing and leisure in the town centre and reinforced by new creative ventures such as student/local start-ups to draw in new custom, vibrancy and increasing ownership.

Access, transport and movement - The need for better east-west connections, especially by foot/cycle which could be achieved by a different public realm approach, adding signage and visual links and redesigning junctions.

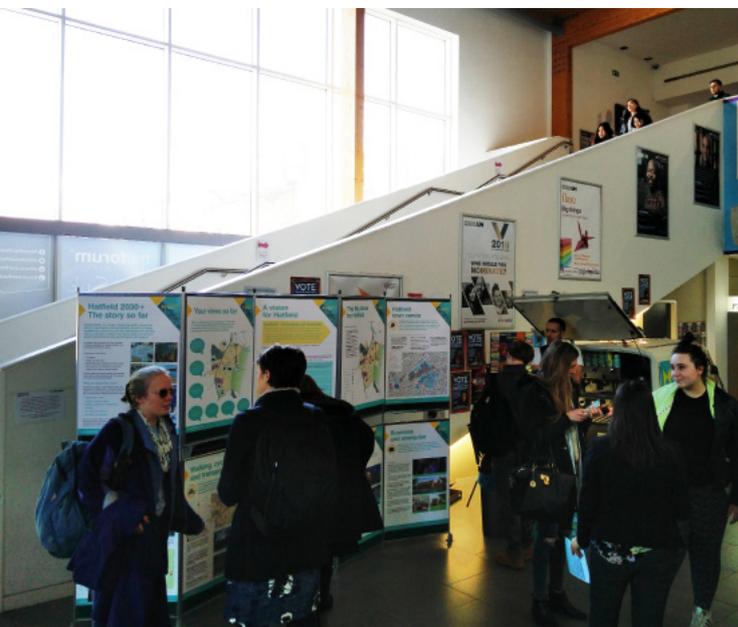
Economy, enterprise and skills - The success of the business park has to be built upon. More employment sites should be provided that help link and foster successful business in the town. Attracting and holding more young people and graduates in Hatfield is a key priority.

Social and community well-being - Through work with the local community, bringing voluntary and charity groups together to build up a sense of community, identity and belonging, and to develop projects to build community knowledge and sharing.

Environmental, character and urban design - Setting clear guidelines for new development such as limiting storey heights and improving the architectural narrative of the town with stronger, more legible streetscapes is seen as being of central importance. Protecting green spaces and enhancing green infrastructure was a key message from public consultation.

Image, identity and confidence - Use this renewal framework to build vision and confidence, along with improved branding and promotion of Hatfield, both within the town and in the Borough. Draw from the positive narratives of the New Town and its history including innovation and aerospace industries as key examples.

Governance and partnerships - Making things happen with strong cross community initiatives; particularly led by the university and local businesses to build strength, harmony and cohesion. This could utilise sport, leisure, business, health, arts and/or cultural activities.



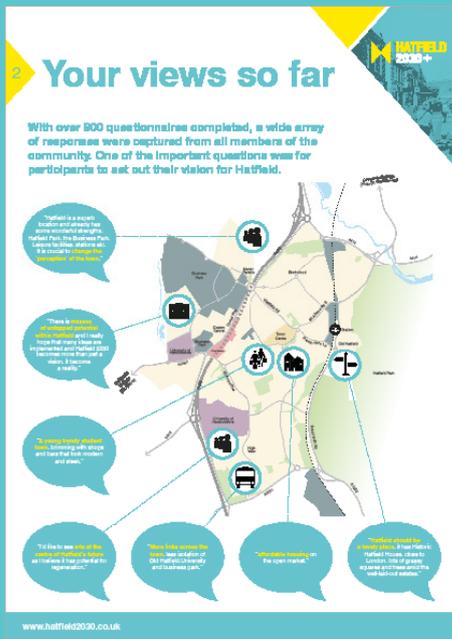
University of Hertfordshire consultation



CONCLUSIONS

The consultation process revealed a clear vision for what residents want Hatfield to become. In response to the question **“In one sentence, how would you describe your vision for Hatfield in 2030?”** residents and stakeholders aspired to see:

- A **‘re-balanced whole community’** – not segregated into students, in-commuting workers, residents etc.
- An improved town centre, that is vibrant
- A range of quality housing
- Variety in shops, facilities and entertainment provision
- Hatfield described as a good place and comparable to other towns, if not better.



2030+ vision, themes and objectives

Hatfield's community and stakeholders have huge ambition. The vision, objectives and resulting actions will unlock the town's potential.

Hatfield - Unlocking our potential

The character, history and potential of Hatfield combined with the aspiration of the community and stakeholders establish a shared vision for the town in 2030:

Hatfield 2030+ Vision

"a well-connected, distinctive and multi centred town with a renewed 'New Town' pioneering and entrepreneurial spirit.

A town that re-balances economic growth and world class education assets with new and rejuvenated housing, excellent community, culture, retail and leisure facilities and a series of connected urban centres"

Setting objectives

To achieve the vision Hatfield needs an organised and wholly supported strategy for change. A long term commitment to partnership working and a set of clear, agreed priorities and projects create the routemap to unlocking the town's potential.

The objectives established here are considered central to Hatfield's renewal and have been agreed with the community. These lay down the framework for a series of projects which ultimately will bring about the critical change needed to achieve the vision.



Hatfield's centres

- To create a series of thriving, high quality sustainable and successful centres, including major change at Hatfield town centre, alongside appropriate renewal at Old Hatfield and High View neighbourhood centre.
- Achieve major transformation of the town centre through residential led regeneration delivering a substantial number of new homes, as well as enhancing its role of retail, leisure and community service provision.



Housing for Hatfield

- To build a range of affordable and sustainable new homes, utilising brownfield sites where possible.
- To undertake housing renewal to improve homes where necessary, particularly south Hatfield.
- Integrate any new greenfield housing developments to the existing town whilst ensuring they contribute to key infrastructure including health and education. The Borough Council's Local Plan will consider the need for housing land release.
- To continue to manage the impact of student accommodation on the town.



Business and enterprise

- To provide physical space and technological infrastructure for local enterprise and business start-ups (including post university entrepreneurship) to emerge, grow and be retained in Hatfield, focusing on existing economic strengths.
- To retain and expand the existing business community in Hatfield.
- Ensure residents are skilled and able to connect to employment opportunities in and around Hatfield.



Identity and placemaking

- Use public realm and place-making to define and regenerate key routes and create safe, quality spaces.
- Improve the identity of the town through new signage, public art and cultural activities.



Walking, cycling and transportation

- Improve the experience of walking and cycling, providing safe, attractive and convenient routes for residents and visitors.
- Connect diverse areas of the town with an ambitious, affordable and innovative public transport strategy.
- Break down the east-west town division to improve connections across Hatfield.
- Create a well-connected green infrastructure strategy to encourage the use of green spaces and support healthy and active lifestyles.



Community and leisure

- Enable arts, heritage and culture, including digital culture, to be key drivers for community and physical regeneration.
- Maximise the efficiency of public sector land and resources to ensure sustainable high quality provision in the long term.
- Support healthy living and lifestyles by promoting sport and fitness activities.
- Support the growth of the social, leisure and night time economy that meets the needs of both local people and the student population.
- Creating an increasingly positive dynamic between the student and resident population.

Big ideas

Each objective and associated theme explored within the frameworks introduces key projects, with a number of 'big ideas' playing an essential role in the town's renewal:

- The **transformation of Hatfield's town centre**, including a reduction in surface parking and a major increase in town centre living
- Developing the digital and creative industries economy, with the **creation of a 'digital lab'** to nurture small businesses and entrepreneurs
- Using visible **art, culture and placemaking** investments to drive regeneration
- Providing **new homes** to grow the town's critical mass, alongside the infrastructure that is needed
- Breaking down road barriers and **connecting up the town's assets** for safe and accessible walking, cycling and public transport, from the station to town centre, Galleria, Business Park and University

Spatial strategy

The underlying strategy is to ensure that as Hatfield grows, its centres become more attractive to ensure benefits are captured locally. Increases in town centre living will enhance vitality, with improved walking connections and public realm, particularly the connection to the station, making investment more attractive. This will be balanced with wider housing and employment growth and supporting social, environmental and transport infrastructure investment, importantly making the town a more connected place.

The remainder of this framework document explores the themes and objectives in greater detail. It highlights the key projects and interventions necessary to achieve the renewal of Hatfield.

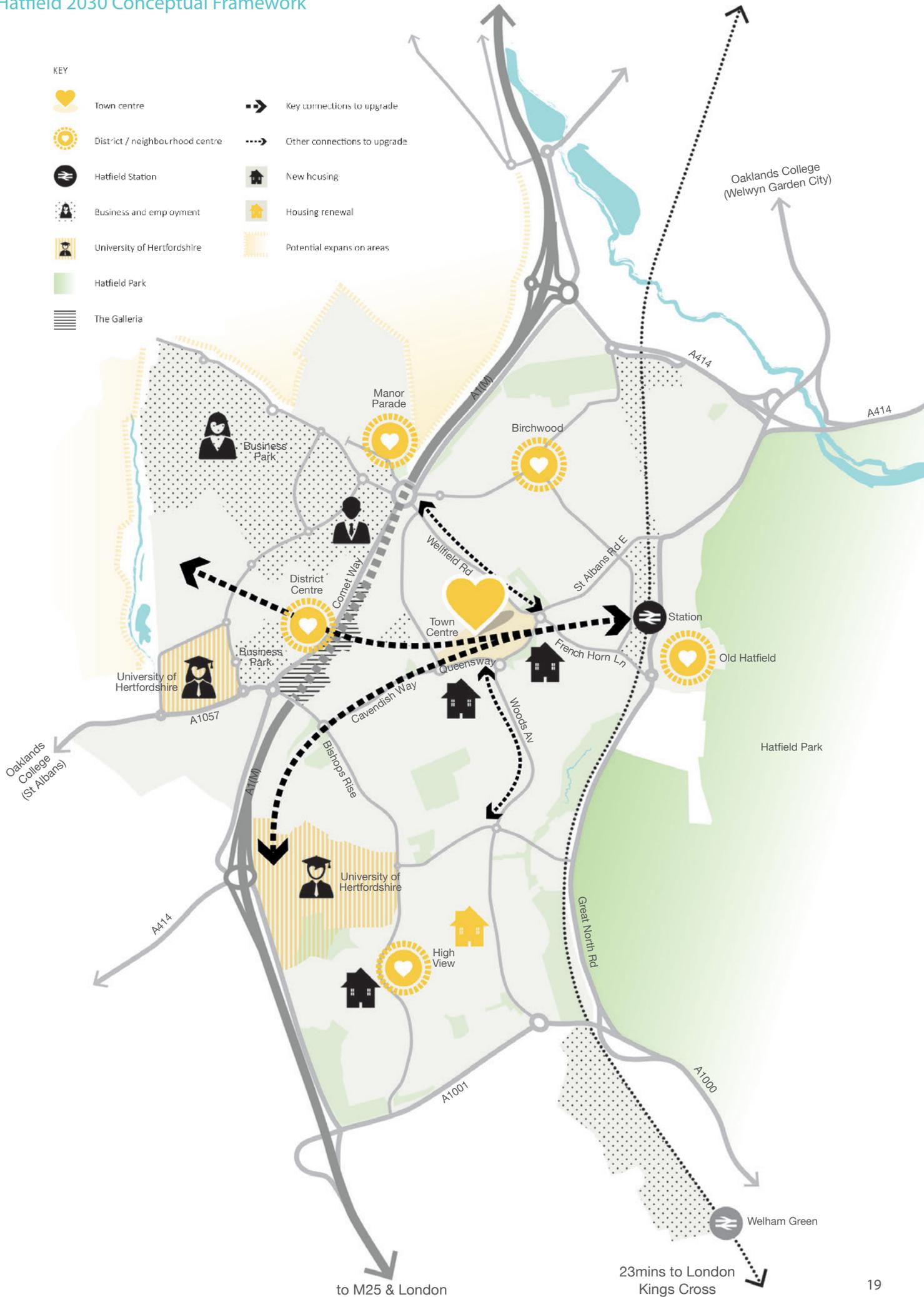
The document concludes with a high level action plan which sets out anticipated timescales, costs, project leaders and impacts of each intervention discussed within the Renewal Framework.

Hatfield 2030 Conceptual Framework

Hatfield New Town Renewal Framework

KEY

-  Town centre
-  District / neighbourhood centre
-  Hatfield Station
-  Business and employment
-  University of Hertfordshire
-  Hatfield Park
-  The Galleria
-  Key connections to upgrade
-  Other connections to upgrade
-  New housing
-  Housing renewal
-  Potential expansion areas



Hatfield's centres

Delivering a vibrant town centre destination at the heart of a series of thriving centres

Rationale for change

As a 'polycentric' town with a number of centres, it is essential that each has a distinct yet complementary role as part of an accessible network of places. At present the quality of the offer and environment varies considerably, as do the connections between them.

Hatfield town centre, in particular, needs major investment, with its 1950s structure needing remodelling. Following recent initial investment, a long term strategy is needed to realise a major transformation to re-establish its role as a focus for civic life and community services, complemented by retail and leisure and unpinned by increased urban living.

Objectives

- To create a series of thriving, high quality sustainable and successful centres, including major change at Hatfield town centre, alongside appropriate renewal at Old Hatfield and High View neighbourhood centre.
- In the long term the town centre will undergo a major transformation through residential led regeneration delivering substantial new residential development, as well as enhancing its role of retail, leisure and community service provision.

How will we achieve our objectives?

- Establishing a strategy for transformational change in Hatfield town centre through residential led regeneration, delivering substantial residential development
- Continuing the sensitive regeneration of Old Hatfield
- Bringing forward the regeneration of High View
- Making improvements to the environment around Parkhouse Court and Galleria to make them more pedestrian friendly

Hatfield Town Centre

The approach

The regeneration of Hatfield town centre is the number one priority for the community and the town's stakeholders. The Borough Council, a major landowner in the centre, have invested in the centre through 2015-16 in order to kick start the regeneration process.

A long term strategy for the centre has been agreed which complements the WHBC Local Plan Town Centre Strategy. The Local Plan identifies up to 200 units coming forward in the town centre. The framework has identified a series of further opportunity sites which can be released for development to achieve further high density residential provision. These include Number One Town Centre, the Link Drive Car Park, the Common Car Park and Market Place. At the heart of this strategy is a reduction in surface car parking, which accounts for over one third of the area of the town centre, and the introduction of residential led mixed use development. A replacement multi-storey car park is likely to be needed to facilitate this change. It is estimated that in the long term the centre will deliver a substantial increase in residential development, which will drive increased footfall and the viability of other new retail, leisure and food and beverage uses.

Access to the centre will also fundamentally change, with the removal of underpasses and replacement with quality surface level crossings. A key part of integrating the centre with the wider town will be an improved east-west walking route to Hatfield Station, as well as the Galleria, university and business park.

The strategy for the town centre will achieve:

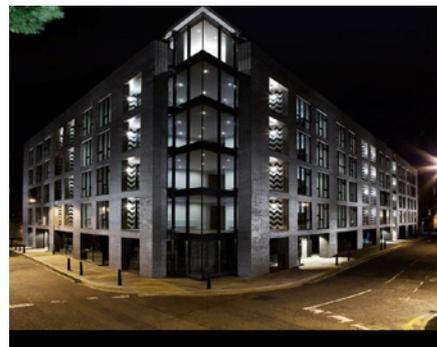
- New housing to increase activity, security and footfall as well as much needed accommodation.
- A good range of community, leisure and health services.
- A cultural or arts offer that attracts people into the centre.
- A range of shops that meet resident needs.
- New accommodation for businesses.
- A more efficient use of land by reducing surface car parking which could be replaced by a multi-storey facility.
- Good connections, enhanced by removing underpasses and reviewing the road layout to make it safer for pedestrians and cyclists.



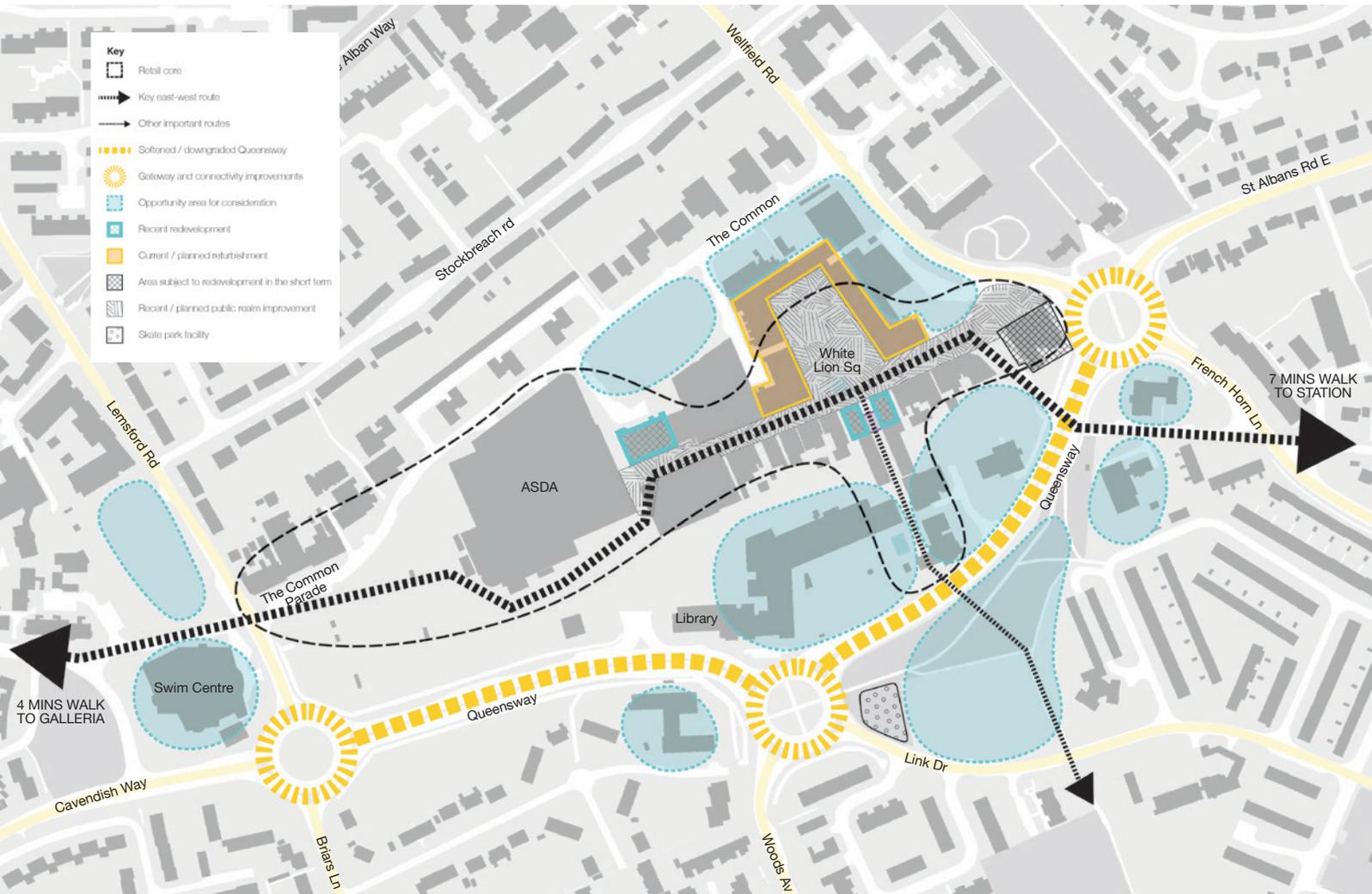
Ground floor bars, restaurants and shops



Play facilities at Hemel Hempstead High Street



High quality new housing



Hatfield Town Centre Strategy diagram

Delivery and timescales: medium - long term

It is recognised that the regeneration of Hatfield Town Centre is a long term initiative that will be achieved through a number of parcelled phases, beginning with the current investment being made around White Lion Square by the Borough Council. A phasing and cost programme will be prepared to set out the path for change which is likely to be over a 5-10 year period. Initial phases of the town centre's regeneration will be led by the Borough Council, considering their land holdings, and are likely to require public sector gap funding to enable the process and particularly release surface parking sites.

Outputs

- Substantial residential development
- Increase in shopping, food and beverage floorspace
- Increase in town centre footfall and employment
- Improved town centre car parking



Artists Impression of High View after the redevelopment

High View

The approach

The regeneration of the 1950s High View neighbourhood centre is a long standing priority for the south Hatfield community. Welwyn Hatfield Borough Council adopted a masterplan SPD for the regeneration of High View in 2011 which set out a new vision for the centre and provided a clear framework for bringing about major modernising change to the benefit of local residents and businesses. This includes the provision of around 100 new homes, redevelopment and reprovision of the existing shopping parade, provision of new healthcare services, improved vehicular and pedestrian access and the potential redevelopment of the public house.

Delivery and timescales: short - medium term

Progress through 2015 has enabled Welwyn Hatfield Borough Council to come to a clear view about the market potential of the site. In January 2016 a developer open day was held to attract market interest and a development partner is being sought through competitive dialogue with a view to completing the scheme by 2019.

Outputs

- 100 new residential units
- Reprovided and improved retail units



Extracts from the Old Hatfield Charrette - A vision for future development

Old Hatfield

The approach

Old Hatfield is the historic heart of the town and is home to two of the town's key assets: Hatfield House and the railway station.

Gascoyne Cecil Estates has developed a masterplan for Old Hatfield which sets out a framework which will make a more vibrant and pedestrian-friendly destination, identifying a series of key interventions to deliver new homes, shops, offices, amenities for the community, transport improvements and enhancements to the visitor experience for Hatfield House.

Key projects include the redesign of the railway station which was delivered by Hertfordshire County Council, Network Rail, First and Govia with support from Gascoyne Cecil Estates and Welwyn Hatfield Borough Council, the redevelopment of Salisbury Square, schemes for additional residential units to reinforce and regenerate Old Hatfield and improvements for pedestrian and vehicular movement.

The project has received tremendous public support, attracting hundreds of residents to meetings to play a part in the design of proposals.

The ongoing regeneration of Old Hatfield is delivering a first phase of regeneration in the town, sending a positive message about a longer term commitment to transformation and investment.

Delivery and timescales: short - medium term

Gascoyne Cecil Estate is leading the project drawing primarily on private sector investment. Many of the initial phases of work have been completed such as the railway station, and the estate continues to progress the regeneration of the area. Key delivery timescales and achievements include the following outputs.

Outputs

- Railway Station: £6 million government grant provided and scheme now fully implemented
- Salisbury Square: Ongoing
- Dunhams Courtyard: New dwellings and offices completed
- Church Street: New dwellings completed

Identity and placemaking



We will redefine the Hatfield image and brand by putting placemaking, art and culture at the forefront of regeneration

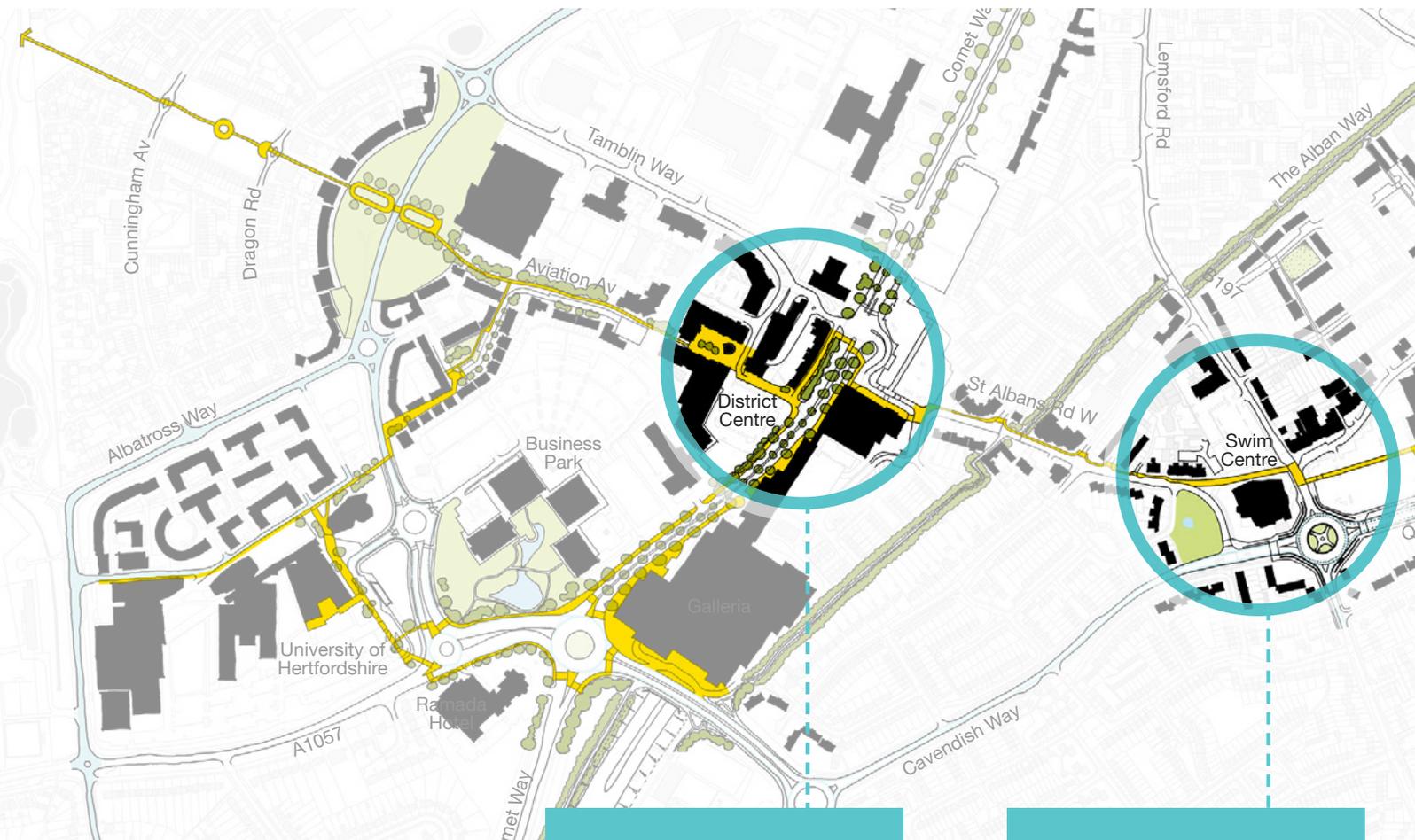
Rationale for change

Hatfield has a rich history and has seen a number of significant periods of change since the early 20th Century. The original New Town's reliance on the aircraft industry has led to difficulties in fully adjusting to more recent development such as the Business Park and University of Hertfordshire. A new strategy is needed to connect the town's assets to create an integrated whole - both physically through public realm - and through a sense of connected community.

Celebrating the town's successes, of its historic and recent past, will strengthen the town's identity. Navigating the town on foot will become an enjoyable journey through a series of well designed places with their own character and sense of place. Hatfield will renew its sense of self pride by investing in key spaces, public realm and improving connectivity.

Objectives

- Use public realm and place-making to define and regenerate key routes and safe, quality spaces.
- Improve the identity of the town through new signage, public art and cultural activities.



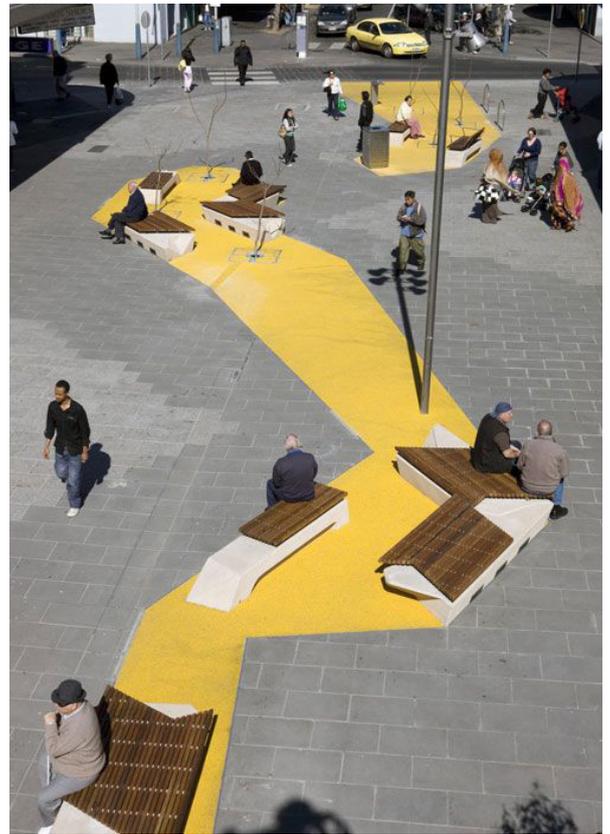
Key Intervention Nodes

Connecting the Galleria,
Parkhouse Court and
beyond

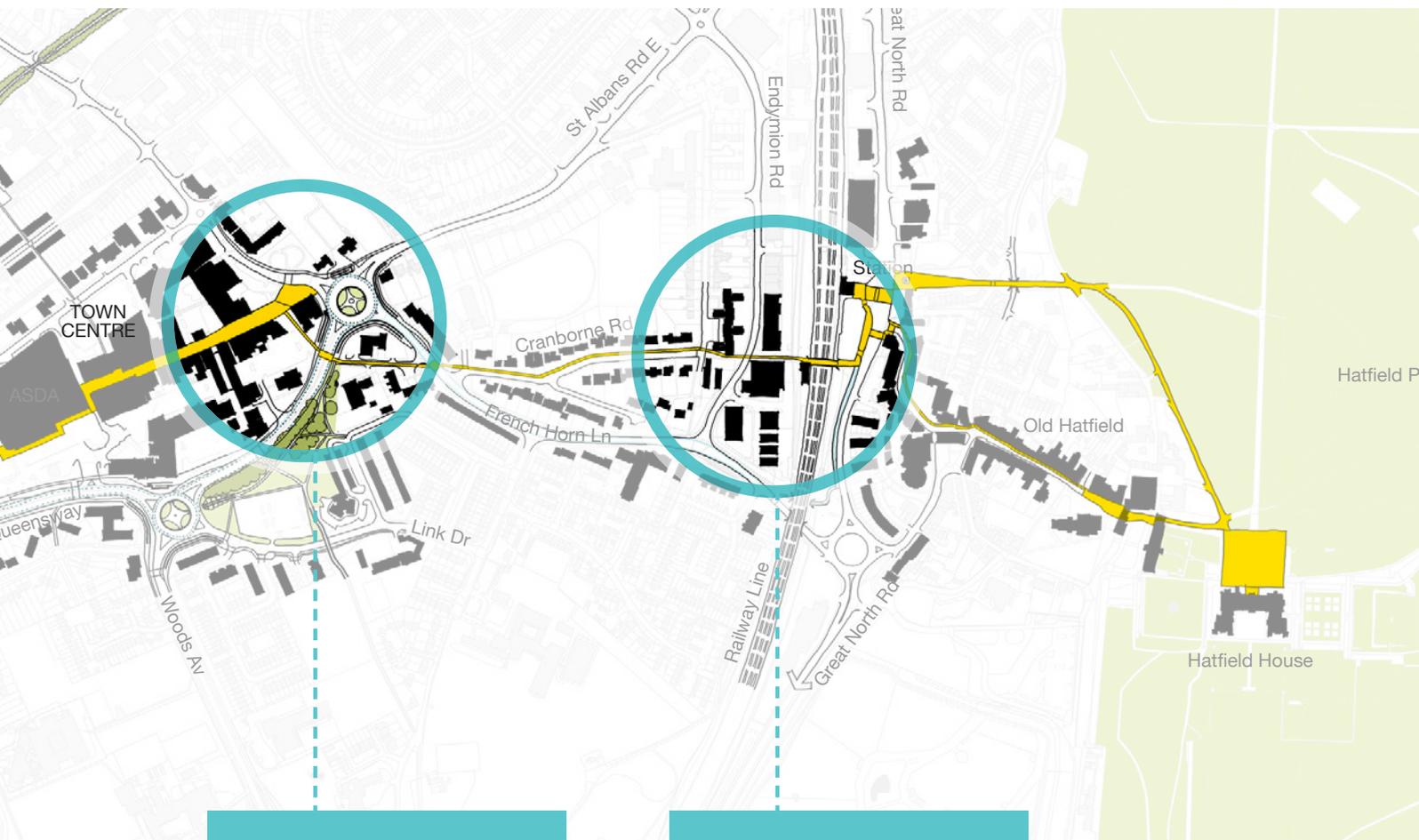
Making St Albans Road
West a key walking route

How will we achieve our objectives?

- Establish and implement a public realm and wayfinding strategy
- Create a linked public art strategy
- Look at specific placemaking opportunities, including around Hatfield station (west side), the town centre and the Galleria / Parkhouse Court.
- Develop a branding strategy for the town



Nicholson Street Mall - Melbourne, Australia



Enhancing the town centre arrival point

Improving the railway footbridge and route to town centre

Public realm, way finding and public art strategy

The approach

A key connecting route has been identified between the station, town centre and Galleria, with links to the Business Park and University.

A series of public realm interventions along this route will make it a safe, welcoming and exciting pedestrian and cycle experience and create opportunities for public art. This important route also helps to unlock the town centre as an investment opportunity by better connecting to the station.

The design of the route could provide a narrative of the great placemaking history of Hatfield, a 'Timeline': from traditional village, to the Jacobean glory of Hatfield House, the arrival of railway, the New Town of the 50s, the Galleria of the 90s and more recent neighbourhood centre, and to the pioneering heritage of de Havilland paving the way beyond to a new future as Hatfield grows.



A symbol for Hatfield

Public art can enhance Hatfield's identity by creating vibrant spaces and potentially reflecting its aviation heritage. Public art trails have been very successful in recent years in producing symbols for towns and places whilst engaging people and raising awareness on specific issues (e.g. Edinburgh Cow Parade, Birmingham's Wild in Art).

Overcoming barriers

Comet Way currently divides Hatfield in half. Creating a strong pedestrian environment around the Galleria and Parkhouse Court can help to make this area more attractive, better connected and unlock future development and investment, helping to knit the town together.

The gateway to Hatfield

The 'gateway' or visual experience of arriving at Hatfield town centre needs to be enhanced through a combination of new development and improved routes, possibly supported by public art. Roundabouts are a good location for displays, although in time these should be replaced to eliminate underpasses. This can build on existing work such as 'through our eyes', a study by the University of Hertfordshire documenting the experiences of residents in their town.

Images from left to right: Public art with aviation theme - Slipstream sculpture, Heathrow | Edinburgh Cow Parade art trail | Crossing Comet Way | engaging and promoting local businesses in public realm design | 'Mi casa es tu casa' interactive installation designed to promote play | Hemel Hempstead town centre play areas | Brixton 'B Our Guest' inclusive art gateway bridge | Time Tree landscape treatment including an overview of the history of the Tokio region from the Edo period to the present

Delivery and timescales: short - medium term

Public realm improvements are likely to be funded through a combination of public sector monies and private sector development contributions. Many interventions can be started in the short term through low budget pilot projects to initiate the process and create momentum. Larger scale infrastructure such as a new pedestrian bridge is essential but will incur higher cost.

Outputs

- Improved walking and cycling routes
- Enhanced public spaces
- Greater civic pride
- Increase in walking and cycling



Art as playground

Children's play spaces are an integrated part of good place making. Large spaces including White Lion Square lend themselves well to accommodating an element of play space supporting a bustling centre which fosters a sense of community, and invites people to gather for cultural, leisure and social activities as well as shopping, eating, and evening activities.

Bridging communities

The footbridge and wider route connecting the railway station to Hatfield are a critical part of the town's infrastructure which needs enhancing to unlock a connected place, particularly the town centre. A new solution to the existing pedestrian footbridge is essential.

A cultural route

The design of the east-west route could provide a narrative of the great placemaking history of Hatfield, a 'Timeline' by using creatively designed elements such as pavement, signage, and street furniture.

Housing for Hatfield

Improving housing in Hatfield and creating a range of new homes for residents

Rationale for change

A considerable portion of Hatfield's housing was built during the 1950s and 1960s as part of the rapid New Town expansion. This has broadly led to a lack of diversity in the housing stock, some of which is now showing signs of ageing due to the materials and techniques used at the time. There is a need for a wider range of new homes to create choice for local people, alongside housing renewal interventions to ensure all areas of the town remain a viable choice for living. Housing has the potential to be a regeneration catalyst for the town, capitalising on a high employment low cost location that is well connected to the county and capital.

Objectives

- To build a range of affordable and sustainable new homes, utilising brownfield sites where possible.
- To undertake housing renewal to improve homes where necessary, particularly south Hatfield.
- Integrate any new greenfield housing developments to the existing town whilst ensuring they contribute to key infrastructure including health and education. The Borough Council's Local Plan will consider the need for housing land release.
- To continue to manage the impact of student accommodation on the town.

Sustainable Housing - Mariners Quay, Newport



Estate Regeneration - Erith Park, Kent



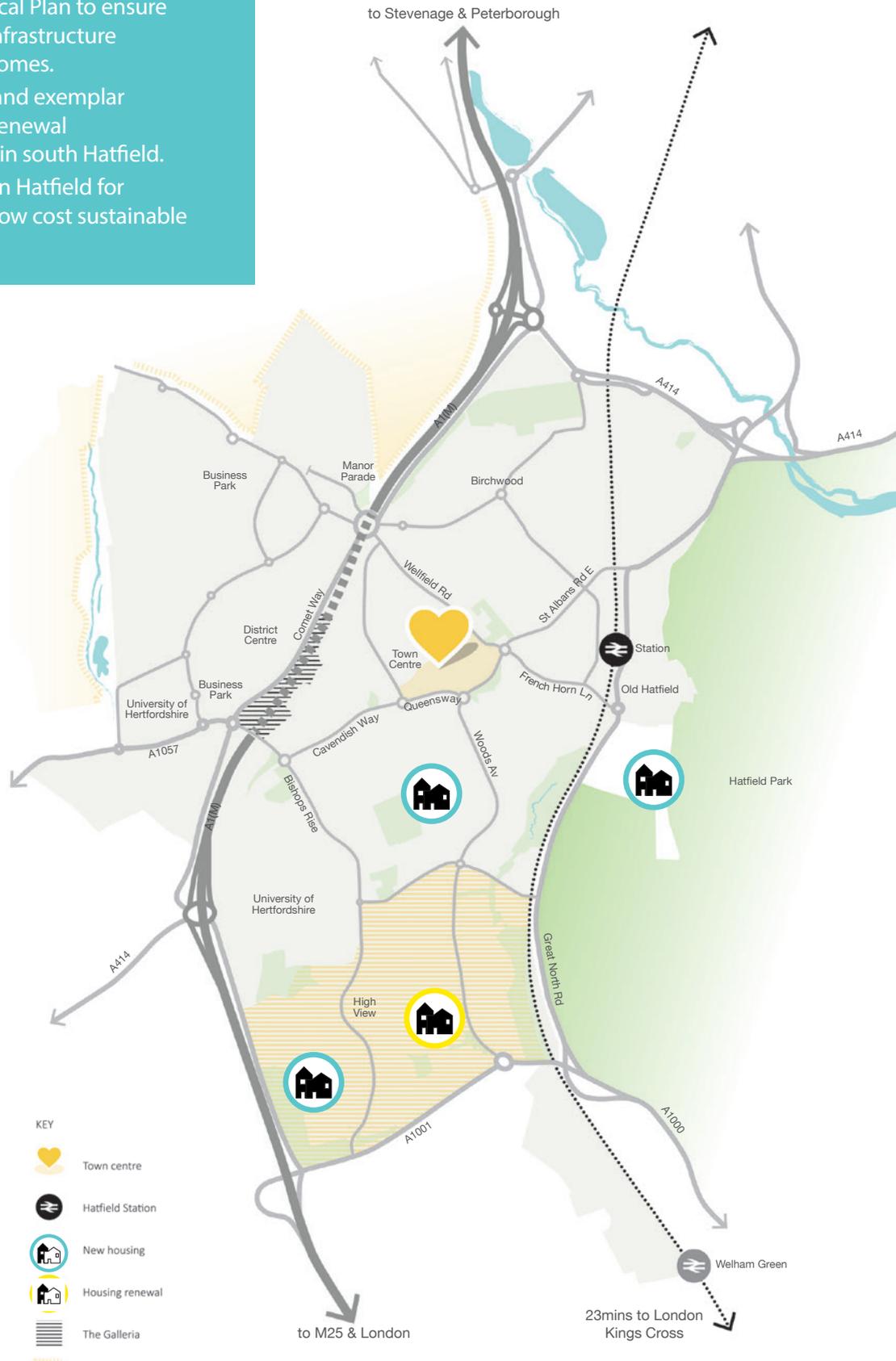
Illustrative view of Stanborough Urban Extension



How will we achieve our objectives?

- Support higher density housing in the town's urban centres, particularly around key hubs such as Old Hatfield and the station, the town centre and High View.
- Work alongside the Local Plan to ensure the best provision of infrastructure associated with new homes.
- Identify key locations and exemplar methods for housing renewal interventions, notably in south Hatfield.
- Champion a test case in Hatfield for emerging designs for low cost sustainable housing.

Higher density housing in key locations within Hatfield can help deliver much needed residential accommodation in the town in sustainable locations



The approach

New homes for Hatfield

Whilst the Borough Council's Local Plan will identify the need for any new greenfield development, there are also major opportunities for brownfield site development in the town. Higher density residential development in Hatfield, particularly within the town centre, will play a crucial role in delivering new housing, supporting local businesses and shops through increased footfall and spend. Planning gain can also contribute to renewing the urban environment.

Higher density houses are often well suited for younger people and small families, therefore playing a role in providing affordable homes for local residents and also retaining graduates in Hatfield. New housing models may be suitable such as co-living for young professional or intergenerational housing to accommodate other demographics such as the rapidly ageing UK population.

Housing renewal

Much of Hatfield's 1950s and 1960s housing stock will age and decline at the same time. A selective approach to stock renewal depending on value, tenure and density will be undertaken, identifying where major refurbishment or selective demolition may take place to allow for new homes. Close partnership working with the community will be required.

Other areas across the UK are facing similar challenges, and it is important for Hatfield to learn from best practice. Housing areas and estates can be rehabilitated and transformed into high quality residential neighbourhoods without necessarily resorting to large-scale demolition. Through substantial refurbishment it is possible to remodel estates whilst importantly improving their environmental performance, retaining their sense of community, and finding value in their original ideas (as demonstrated by development at Hillington Square).

Low cost sustainable homes

New Towns were at the forefront of housing delivery and experimentation in the UK in the 50s and 60s. Hatfield now has the opportunity and ambition to build on its pioneering New Town heritage to explore a model for low cost high sustainability living. Research institutions around the UK have been developing lower cost sustainable solutions and an increasing number of house builders are exploring these methods, looking for willing landowners and communities to bring these forward.

Delivery and timescales: medium - long term

Revitalising and diversifying the Hatfield housing stock through housing renewal and the creation of new sustainable homes is key to the town's regeneration. The Borough Council's Local Plan has an important role to play however there will also need to be strong leadership on challenging housing renewal and brownfield development processes, involving partnership working between landowners, the community and the planning authority. The 2020 – 2030 period will see a major change in the housing offer in the town, with the timing of new infrastructure and urban renewal being essential to capture the benefits of housing growth.

Outputs

- A range of new homes on greenfield and brownfield sites
- Housing renewal and improved existing stock
- Selective models of highly sustainable low cost housing



Intergenerational homes - Buccleuch House, London



Estate Regeneration - Hillington Square, Kings Lynn



New Towns were at the forefront of housing delivery and experimentation in the UK in the 50s and 60s. Hatfield now has the opportunity to build on its pioneering New Town heritage to improve its housing stock in sustainable ways for both existing and new residents.



Walking, cycling and transportation

Hatfield needs to be better connected for walking and cycling, breaking down the barriers created by big roads. An efficient public transport network is also essential for the town.

Rationale for change

Hatfield is a relatively low density town, spread out across different centres and activity areas. The New Town legacy means that road infrastructure dominates, creating separation at the expense of pedestrian and cycle connections, particularly around the town centre and A1(M) / A1001. The existing bus network has potential for simplification and improvement to promote sustainable and rapid movement. Community feedback has set a clear agenda to improve walking routes around the town to make it a more attractive place to live.

Objectives

- Improve the experience of walking and cycling, providing safe, attractive and convenient routes for residents and visitors.
- Connect diverse areas of the town with an ambitious, affordable and innovative public transport strategy.
- Break down the east-west town division to improve connections across Hatfield.
- Create a well-connected green infrastructure strategy to encourage the use of green spaces and support healthy and active lifestyles.

How will we achieve our objectives?

- Improve pedestrian routes so they are clear, safe and attractive, particularly the station to the town centre, around the town centre including underpasses, and towards the Galleria.
- Improve and standardise cycle routes, fixing the gaps in existing networks.
- Review bus service routes, moving towards a 'figure of eight' loop that connects key assets.
- Support a potential long term Rapid Transit system along key corridors.
- Investigate a cycle-hire scheme.



Pedestrian priority

The approach

Queensway, running along the south of the town centre, has three large roundabouts with a network of underpasses beneath. These spaces can lead to antisocial behaviour and feel unwelcoming. To better integrate the centre with surrounding neighbourhoods and create a more attractive environment, the roundabouts and underpasses will be replaced with surface level crossings and junctions, similar to the recent success at Hatfield Station.

Delivery and timescales: medium term

Changes to Queensway's road layout and underpasses will require extensive engineering and are likely to take place as part of the wider transformation of the town centre, attracting public and private funding. This will ensure new development, for example at Link Drive, is directly connected to the centre.

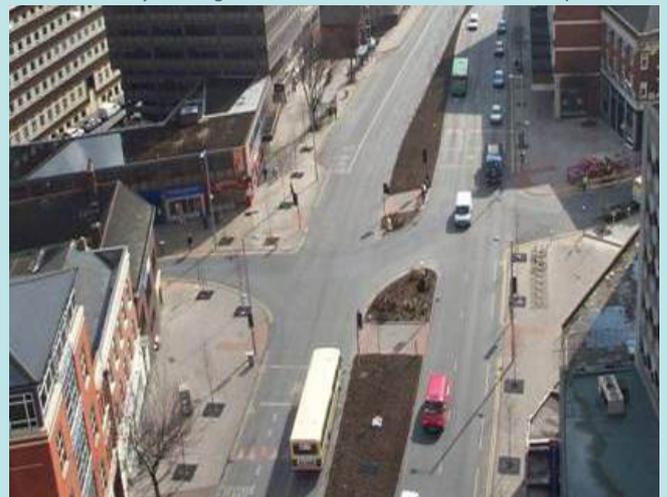
Outputs

- Increased pedestrian trips
- Reduced crime
- Increased town centre footfall
- Integrated social and transport infrastructure

Examples of removed roundabouts



Maid Marian Way, Nottingham (before with roundabout and underpass)



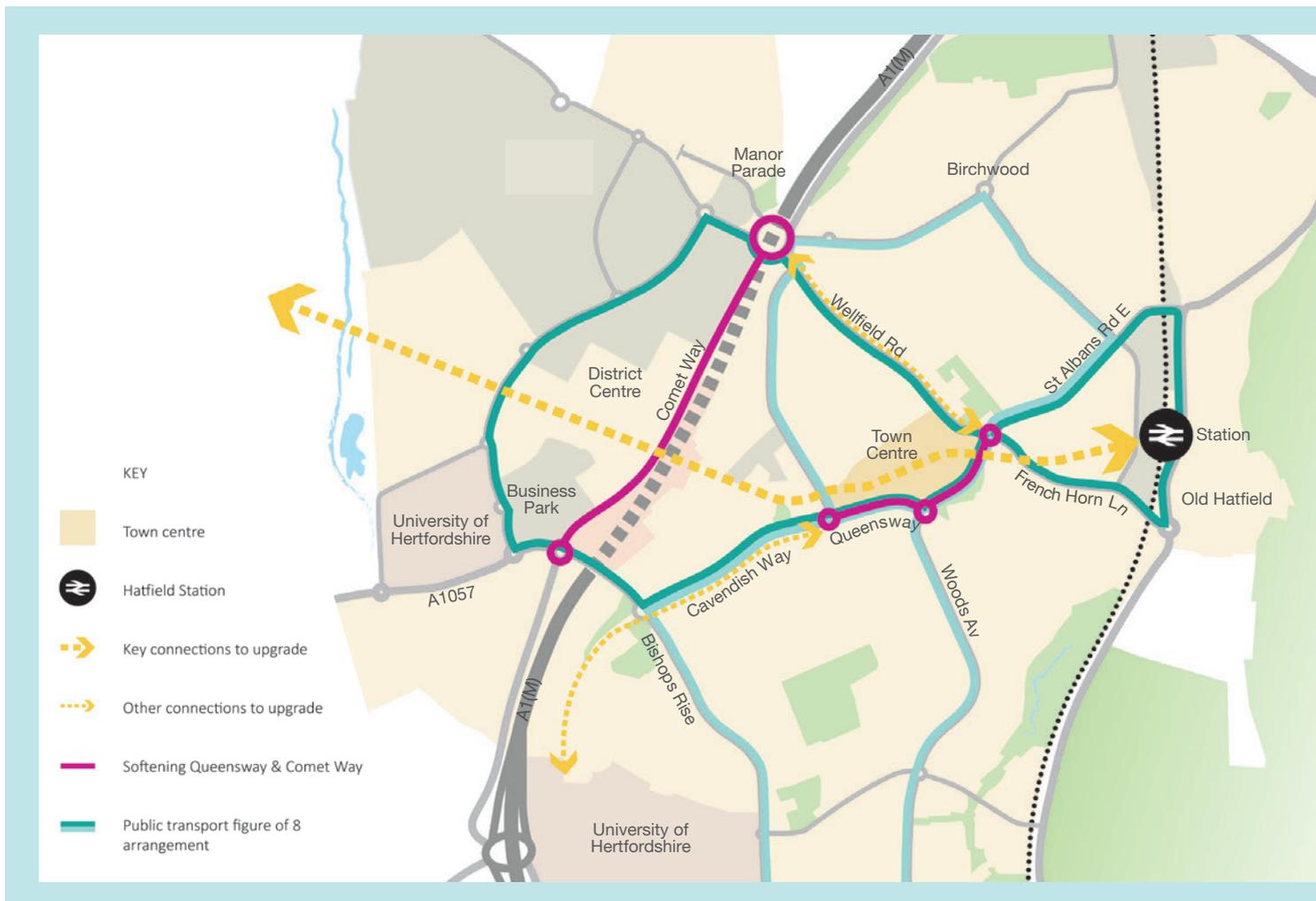
Maid Marian Way, Nottingham (after roundabout and underpass removed)

Successful public transport

The approach

There is a two stage approach to enhancing public transport in Hatfield. In the short term, recognising financial and funding constraints, there will be a focus on reviewing existing bus routes, ensuring that they connect up the right places at the right times, including the station and business park, so that public transport is reliable and effective for residents and workers. In some instances the identification of dedicated bus routes may lead to improved reliability.

In the longer term there is a strong case for Hatfield to establish itself as a pioneer for innovative technology in passenger transport. The low density nature of the town with its multiple centres and nodes lends to a form of a dedicated rapid transport system. The form of such a system could range from guided buses on dedicated routes, to more advanced emerging technologies such as driverless shuttles or cars. Similar systems are currently in test phase in other parts of the UK and are likely to become increasingly viable over time as technologies develop and costs reduce.





Delivery and timescales: future project

In the short term, work with bus service operators is needed to explore alternative routes in the town.

The development of a new innovative transport system for Hatfield will be a long term project subject to the development of future technology and investment, requiring feasibility studies and test phases to confirm the most effective model of operation.

Outputs

- Reduced local journey times and increased bus patronage through improved reliability and user demand led bus routing
- 'Hatfield first' transport innovation around sustainable mass transit



Sustainable transport for a connected Hatfield



Embracing innovative forms of transport

Ideas for Queensway



Ideas for a new Queensway



Queensway today

Hatfield Park

Business and enterprise

Building on our success in business by providing an environment for entrepreneurship, enterprise and learning.

Rationale for change

Hatfield is undoubtedly a business and learning success story. A thriving business park has been established on the former aircraft manufacturing site, creating a regional employment hub. The University of Hertfordshire has grown from strength to strength to serve over 25,000 students. However, there are significant disparities in skill and deprivation levels across Hatfield and local jobs are over represented in typically lower value industries such as retail. Whilst the University of Hertfordshire has a culture and track record of business generation and is world leading in cutting edge industries, the town struggles to retain its graduates.

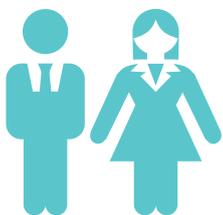
There are major opportunities to enhance links between the town and the business park, through a greater affinity between skills and employment opportunities, ensuring there is space for smaller businesses to grow and making best use of the university by ensuring there are places in the town that students can enjoy and remain after graduating.

Objectives

- To provide physical space and technological infrastructure for local enterprise and business start ups (including post university entrepreneurship) to emerge, grow and be retained in Hatfield, focusing on existing economic strengths.
- To retain and expand the existing business community in Hatfield.
- Ensure residents are skilled and able to connect to employment opportunities in and around Hatfield.

How will we achieve our objectives?

- Deliver a digital converge lab innovation centre.
- Explore the potential development of a bio-science park, in collaboration with University of Hertfordshire.
- Provide flexible and affordable high quality business units to support start up industries and small businesses.
- Work with the public and private sector to retain and attract business on the business park.
- Provide an integrated skills and training strategy linking schools, Oaklands College, the community, the University and business.





Aerial view of Hatfield Business Park and surroundings



Betahaus coworking space - Berlin



Code Day event: Co+HOOTS coworking space - Phoenix

Hatfield has a history of entrepreneurship from the aircraft industry to the successful business park and University of Hertfordshire. Ensuring an environment for businesses to grow is central to the vision.

Digital Converge Lab

The approach

The Converge Lab concept is based on setting up and running a digital innovation and manufacturing lab space in Hatfield to develop creative industries games and visual effects, with the potential to stimulate SME growth and skills training and development. This builds on the University of Hertfordshire's credentials in the industry, ranking in the world's top five animation & visual effects schools. It also links in to the Hertfordshire LEP 'creative industries' growth sector, with over 8,000 creative industry businesses in the county and around 4,000 in software employing 15,000 people. The lab could include:

- a collaborative, digitally augmented environment for a wide range of business start-ups
- provide a TV / motion capture studio with high speed broadband and Ultra HD (4K) facilities
- a suite of high end computers equipped with industry leading software
- site a HD video wall in the town centre to showcase the work of the lab and local material

- an interdisciplinary studio housing an adventurous team of games developers, filmmakers, designers, architects, technologists, digital craftspeople, urban ecologists and visual effects specialists
- space from a recycled existing site or look to take space in a new development.

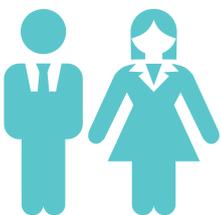
The model is based on a number of successful innovative labs including: Value Lab Asia and future Cities Labs in Singapore <http://www.future-cities-lab.net> and MIT's 'Game Lab' at their Massachusetts campus in the US.

Delivery and timescales: short - medium term

The University of Hertfordshire's School of Creative Arts has been progressing the development of the concept and exploring feasibility and funding options for the lab through 2015 and 2016. There is strong momentum behind the idea and University staff have relevant experience in similar projects. Identifying a suitable site is a key stage in the project evolution.

Outputs

- Increase in business start ups
- Increased employment
- Niche sector development College, the community, the University and business.



Value Lab Asia and future Cities Labs in Singapore

Hatfield Bioscience Park

The approach

Hertfordshire County has strengths in the bioscience sector, being a key LEP growth sector and economic cluster with over 200 companies including Gloxosmithkline and Roche, the Welwyn Garden City Biopark and Stevenage Bioscience Catalyst. The University of Hertfordshire had over 2,000 bio science students in 2011/12 providing a strong labour pool. Given this context, there is long term potential to build on the existing economic cluster and in particular knowledge transfer out of the university to create a bioscience park at Hatfield.

Delivery and timescales: long term

The University of Hertfordshire is opening a new £50m science building in 2016 which will establish a new world class research environment. As this facility develops out to full potential, increased private sector facilities may be needed to capture knowledge transfer into industry. Subject to further feasibility and demand, additional sites will be required to house these businesses. Any major new industrial land expansion will need to be allocated in the Welwyn Hatfield Local Plan.



Outputs

- Increase in business start ups
- Increased employment
- Niche sector development



Exeter Science Park



Stevenage Bioscience Catalyst

Community and leisure

Ensuring access to a range of modern leisure, sport, culture, health, education and community services.

Rationale for change

Hatfield has a good range of community and leisure services including a number of leisure centres and educational facilities across the learning age spectrum. However, consultation with stakeholders has highlighted that some of the public facilities are ageing and that a strategy is needed to ensure the best services can be provided in the most efficient way in the long term. There may be opportunities to bring some public facilities together in the same location to save costs. Feedback also highlights that there is a lack of awareness about the range of facilities in the town, leading to under used resources.

Planned housing and population growth as set out in the Borough's Local Plan will bring increased demand for services and it will be essential that the necessary investment is made in new or existing facilities.

There is also an opportunity to build on the cross cutting renewal driver of culture, history and art by establishing a vision exploring how this can be manifested as a physical community asset.

As with all university towns, there are differences between the needs of student and residents. The long term management of this dynamic is an important matter for a healthy community, recognising the benefits that the university and its student population bring to the local economy.



Objectives

- Enable arts, heritage and culture, including digital culture, to be key drivers for community and physical regeneration.
- Maximise the efficiency of public sector land and resources to ensure sustainable high quality provision in the long term.
- Support healthy living and lifestyles by promoting sport and fitness activities.
- Support the growth of the social, leisure and night time economy that meets the needs of both local people and the student population.
- Creating an increasingly positive dynamic between the student and resident population.

How will we achieve our objectives?

- Explore the feasibility of delivering a community multi-service centre potentially offering community spaces, arts / art house cinema / theatre, health and conferencing.
- Review the town's public sector land portfolio to identify opportunities for colocation, with a focus on the leisure sector where some facilities are known to have a limited life span.
- Establish an enhanced mechanism for greater student and resident integration through collaborative projects and activities.



Keynsham Civic Centre and One Stop Shop - Somerset



Runnymede Civic Centre - Addlestone, Surrey



Welwyn Campus West centre - Welwyn Garden City

Creating a community hub

The approach

There is a strong aspiration to develop a community campus or multi service centre in Hatfield. Importantly this should have an arts or culture dynamic as a tribute both to the themes of Hatfield's aviation past whilst linking into modern and visual art. There is a strong link to the proposed 'Converge Lab' (see Business and enterprise) however the community campus could include:

- Arts or history space, potentially encompassing an art house cinema
- Community meeting spaces or rooms for hire
- Health services
- Facilities for children
- Library services
- Potentially integrated leisure services

A number of these functions exist in the town centre and could be consolidated into a single building. The model would not be finalised until further financial viability work has been carried out. A number of other towns and cities have also integrated local services into a single centre including Welwyn Garden City creating cost savings and single point of contact which also acts as a footfall driver.

Delivery and timescales: short - medium term

The development and evolution of plans for Hatfield town centre provide an opportunity to review the current community assets, functions and ongoing provider and user requirements. This will establish the feasibility and potential location of a community hub. A partnership approach would be required to plan and deliver this project including establishing a long term business plan.

Outputs

- Multifunctional community access building
- Town centre footfall driver
- Cost savings for public service providers

Achieving the 2030+ Vision

This framework sets out **an ambitious vision for a future Hatfield**, developed through close working with the community, a vision of great walking and cycling connections, new homes, an enhanced town centre, better spaces and facilities, a celebration of culture and history, and increased employment opportunities

The real challenge is achieving this vision and delivering change. To deliver change we will ensure we have the partnership working, funding strategy and action plan in place, and that we will make best use of the planned housing growth for the area.

Partnership working

Partnership working will be critical to achieving the level of ambition set out in the framework. By working in partnership, the town's key stakeholders can ensure that decision making is joined up and that investment benefits the community as a whole. The Hatfield Renewal Partnership has brought together these stakeholders for the first time, formed in 2015, creating a platform for strong leadership and joint working across the public and private sectors.

A phased action plan

Supporting the renewal framework is a more detailed delivery plan setting out the key actions, timescales, investment requirements and responsibilities for projects and workstreams. Over time, the scope of individual projects will be refined as they come forward. Some activities have already begun – such as the station redevelopment and Old Hatfield improvements – sending a clear message that Hatfield is changing. The delivery plan has a 15 year timescale, recognising that smaller early wins can lead to a cycle of renewal, allowing more ambitious change to take place in the longer term.

Delivery Timeline



Investment and funding

Delivering change requires significant investment and funding, at a time when the public sector is experiencing a period of austerity. Public sector funding will be used to pump-prime private sector investment to create a catalyst for change. This will involve public bodies paying for infrastructure that facilitates private development, a process which has begun in the town centre already. It will also be important to ensure that developments have the right planning agreements in place to pay for local improvements. Making Hatfield's assets work together so that it is seen as a great place to invest is a key part of the plan.

Growth and change

The Borough Council's emerging Local Plan sets out a major house building agenda for Hatfield, both through town extensions and town centre regeneration. This will bring more residents with increased spending power to the town, a vital opportunity to capture new investment in the town's future. The plans for Hatfield as a whole will ensure that that town benefits from this growth and that the right links, places, spaces and facilities exist to attract more people into Hatfield – including the town centre – to make it an increasingly thriving and successful place.

Renewal Framework Action Plan

The table below provides an overview of the projects that will achieve the objectives of the Hatfield Renewal Framework:

Theme / Project	Timescale (Short/Medium/Long)	Project Status	Impact (Low/Medium/High)	Cost (Low/Medium/High)	Project leader
1. Hatfield's centres					
1.1 Establishing a strategy for transformational change at Hatfield town centre through residential led regeneration	Medium-Long	On-going (emerging long term strategy)	High	High	WHBC
1.2. Bringing forward the regeneration of High View	Short	On-going	Medium	High	WHBC
1.3. Making improvements to the environment around Parkhouse Court and Galleria	Medium	Undeveloped	Medium	Medium-High	TBC
1.4. Continuing the regeneration of Old Hatfield	Short-Med	On-going	Medium	Medium	Gascoyne Cecil Estates
2. Identify and placemaking					
2.1. Establish and implement a public realm and wayfinding strategy	Short-Medium	Undeveloped	High	Medium	WHBC / Renewal Partnership
2.2. Create a linked public art strategy	Short	Undeveloped	High	Low-Medium	WHBC / Renewal Partnership
2.3. Look at specific placemaking opportunities, including around Hatfield station (west side), the town centre and the Galleria / Parkhouse Court.	Medium	Undeveloped	High	Medium-High	WHBC / Renewal Partnership
2.4. Develop a branding strategy for the town	Short	Initial branding work by University of Hertfordshire and Hatfield Town Team	Medium-High	Low-Medium	Renewal Partnership
3. Housing in Hatfield					
3.1. Support higher density housing in the town's urban centres, particularly Old Hatfield, the station, the town centre and High View.	Short-Long	Various projects in the process	Medium-High	High	WHBC
3.2. Work alongside the Local Plan to ensure the best provision of infrastructure associated with new homes.	Medium-Long	Part of Local Plan process	Medium	High	WHBC
3.3. Identify key locations and exemplar methods for housing renewal, notably in south Hatfield.	Medium	Undeveloped	High	High	WHCHT
3.4. Champion a test case for low cost sustainable housing.	Medium	Undeveloped	Medium	High	TBC
4. Walking, cycling and transportation					
4.1. Improve key pedestrian routes so they are clear, safe and attractive	Short-Med	Undeveloped	High	Medium	TBC

Theme / Project	Timescale (Short/Medium/Long)	Project Status	Impact (Low/Medium/High)	Cost (Low/Medium/High)	Project leader
4.2. Improve and standardise cycle routes, fixing the gaps in existing networks.	Short-Medium	Undeveloped	Medium	Medium	WHBC / HCC
4.3. Review bus service routes, moving towards a 'figure of eight' loop that connects key assets.	Short	Undeveloped	Medium	Med	WHBC / HCC / providers
4.4. Support a potential long term Rapid Transit system along key corridors.	Short	Undeveloped	High	High	Renewal Partnership
4.5. Investigate a cycle-hire scheme.	Long	Undeveloped	Medium	Low	Renewal Partnership
5. Business and enterprise					
5.1. Deliver a digital converge lab innovation centre.	Short-Medium	Emerging	Medium	Medium	University of Hertfordshire / LEP
5.2. Explore the potential development of a bio-science park, in collaboration with University of Hertfordshire.	Long	Undeveloped	Medium	High	TBC
5.3. Provide flexible and affordable high quality business units to support start up industries and small businesses.	Short-Medium	Undeveloped	Low-Medium	Medium	TBC
5.4. Work with the public and private sector to retain and attract business on the business park.	Long	Undeveloped	Low-Medium	Medium	WHBC / Goodman / Chamber of Commerce
5.5. Provide an integrated skills and training strategy linking schools, Oaklands College, the community, the University and business.	Short-Medium	Building on existing skills and training offer	Medium	Low-Medium	Education providers and businesses
6. Community and leisure					
6.1. Explore the feasibility of delivering a community multi-service centre	Medium	Undeveloped	High	High	WHBC
6.2. Review the town's public sector land portfolio to identify opportunities for colocation, with a focus on the leisure sector where some facilities are known to have a limited life span.	Short	Undeveloped	High	High	WHBC
6.3. Establish an enhanced mechanism for greater student and resident integration through collaborative projects and activities.	Short	Building on existing programme	Medium	Low	University of Hertfordshire



HATFIELD
2030 +

BroadwayMalyan^{BM}

Nexus
Planning