Melcome

This is an engagement event about the development at East Hemel. This is the first of several series of events The Crown Estate will host as we develop proposals for our land at East Hemel in partnership with the community and local stakeholders.

The Crown Estate

The Crown Estate is a national landowner which manages land, property and the seabed across England, Wales and Northern Ireland. As well as land within the Hemel Garden Communities growth area, our diverse portfolio includes significant areas such as London's West End and Windsor Great Park. We aim to use our portfolio to make a positive environmental and social impact that will help local communities to thrive.

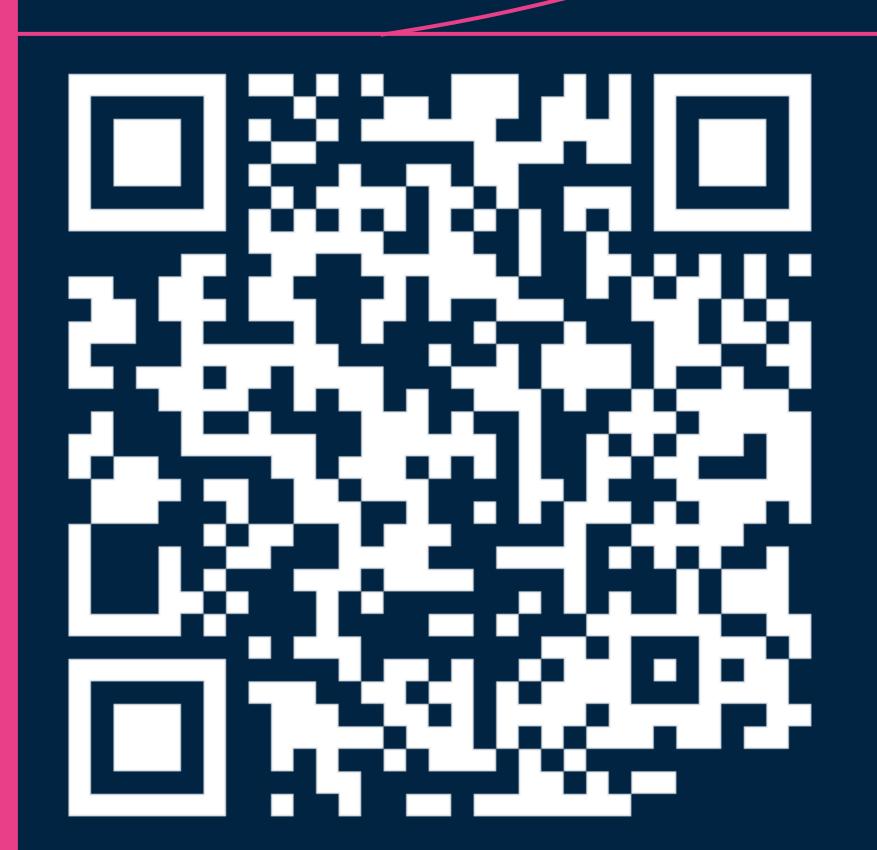
Our emerging vision for East Hemel

Our ambition is that East Hemel will be a place built for and with the longer term in mind. This will lead to resilient, environmentally conscious communities and nature recovery.

It will recognise the diverse needs of today, while anticipating those of the next generation. We will focus our attention on providing high quality new homes and supporting the growth of communities, while adopting a long-term approach to responsible environmental stewardship.

Our emerging vision is informed by five Guiding Principles, which you can explore in this exhibition. We are interested to hear your responses to the questions on the panels, and we will carry your feedback into the next stage of the project.

We look forward to seeing you at future events. More information about The Crown Estate and this site can be found on our website www.easthemel.co.uk.







Historical context

Hemel Hempstead has become one of the most important towns in Hertfordshire.

Favourable geological conditions enabled the Grand Junction Canal to pass through the market town in the 18th century, connecting Hemel Hempstead to the Capital. The London to Birmingham railway was constructed in the 19th Century, followed by the link to Harpenden (now known as the Nickey Line), ensuring good trade connections. Towards the end of the 19th century, the town expanded further with housing developed for London commuters.

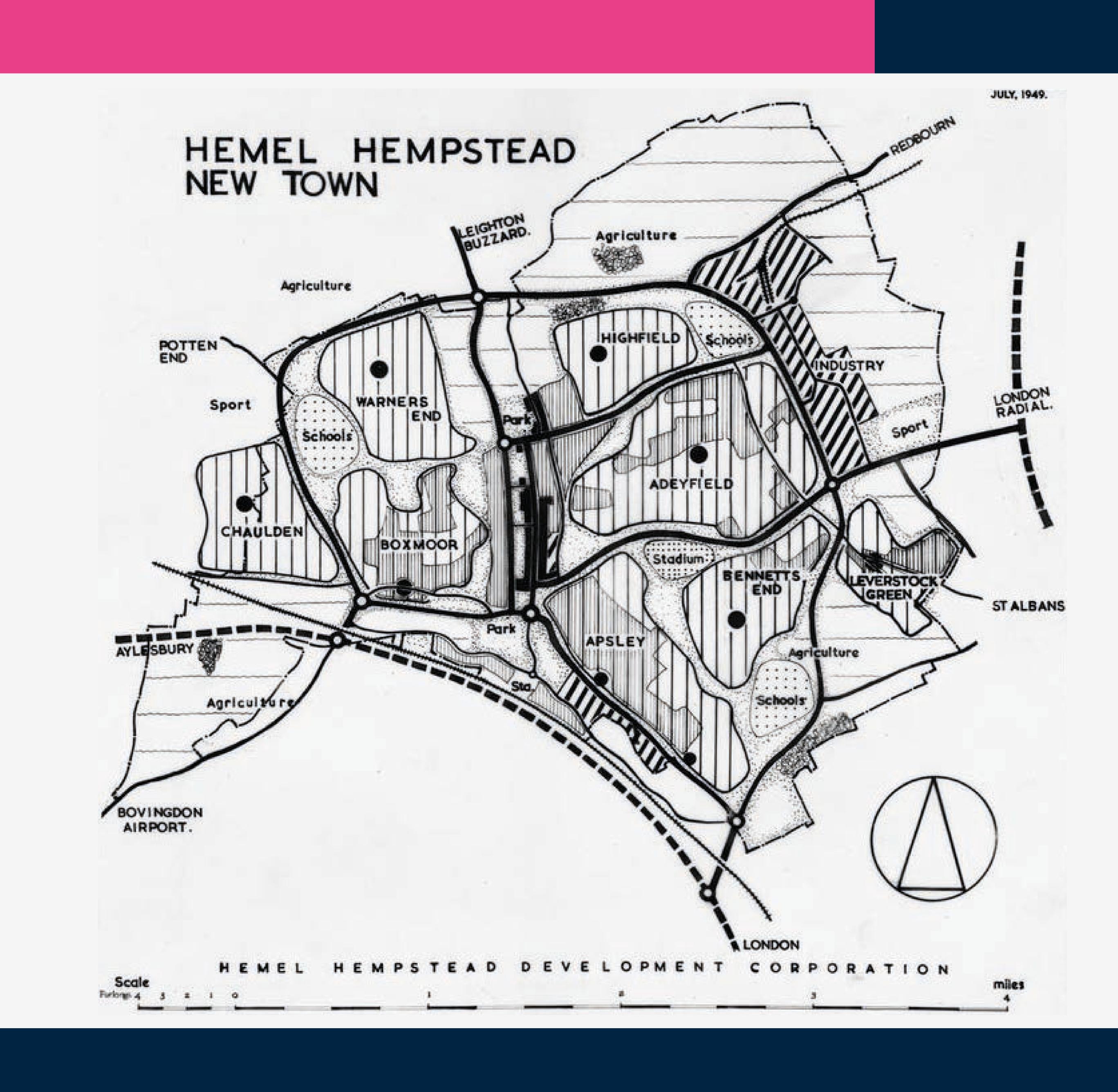
Designated a 'mark one' New Town in 1946, Hemel provided good family homes in healthy neighbourhoods, easing overcrowding and poor living conditions in many London boroughs. It has grown considerably from that time when the population was around 20,000. Today it is home to 96,000 residents. In the same timeframe, England's population has grown by some 15 million.

Hemel Hempstead has a vibrant economy which attracts business investment, jobs and skills. It has been home to major companies such as Kodak, BP, Amazon and The British Standards Institution, and is often used as a film and television location.

We now need to plan for the next phase, to help equip Hemel Hempstead's economy for the future; delivering homes and infrastructure to support the changing needs of current residents and the aspirations of future generations.

- What are the major features of Hemel Hempstead's history that you would highlight?
- > What is your favourite thing about living in Hemel Hempstead?







Local planning context

Hemel Garden Communities

Hemel Garden Communities (HGC) is a long-term programme to transform Hemel Hempstead. The Growth Area, of which East Hemel is a part, aims to deliver up to 11,000 new homes and 10,000 new jobs by 2050. Attractive neighbourhoods, sustainable travel connections, generous green open spaces and local economic growth will deliver a range of benefits to the community in Hemel Hempstead.

A Concept Framework Plan (see below) has been developed for the Growth Area, which will guide future masterplanning at East Hemel (www.hemelgardencommunities.co.uk). We will continue to work with the local authorities and other stakeholders at each stage of the planning process.

Local Plan requirements

St Albans Council is currently undertaking a separate consultation on its new Local Plan, setting out how it intends to provide for new homes, services and infrastructure up to 2041. You can find details online at www. stalbans.gov.uk/new-local-plan or by using the QR code.

Dacorum Borough Council are also in the process of updating their Local Plan. More information can be found using the QR code.

The Local Plan policies set out further details on what East Hemel should include, for example, the number of affordable homes. The Local Plan also requires us to deliver Suitable Alternative Natural Greenspace (SANG) to help protect the Chilterns Beechwoods in addition to delivering improvements to the Nickey Line and making provision for new health services.







Dacorum





Our approach

We have started thinking about how we might approach the continued growth of East Hemel. There is an enduring necessity to create places for people to live in that not only meet their needs but also provides them with an opportunity to thrive and prosper in an environment that is healthy, equitable and uplifting.

As a new town built around a medieval town, Hemel Hempstead has evolved in form, design, economy and activities, yet its people still have the same continuing need for homes, nutrition, comfort, community and connection.

There is much we can learn by combining our experiences with new technologies to help us create places for people that address challenges like climate change, material resources and social inequality.

It is a complex challenge to meet the needs of future generations, and our initial approach is informed by five important principles:

- Nurturing our natural world
- Promoting community participation
- Fostering prosperity & new economies
- Celebrating pride of place
- Connecting places and people

The following panels invite you to offer your thoughts on how to shape the places required for now and for future generations to come.

- > What features of Hemel Hempstead do you value?
- > What ideas, innovations or themes would you include to inform the approach?







Nurturing our natural world

Our increasing awareness of our impact on the planet demands that we think differently about how we use and treat our land. East Hemel offers a sustainable location for new homes, and there is also much that we can do to limit the impact of development on the environment while protecting and celebrating its best features, including the Nickey Line and mature woodland.

We must build in measures to protect against climate change and support nature recovery. This includes reducing emissions from travel, designing low carbon homes that are cheap to run, supporting the site's natural drainage systems, improving water quality and growing food locally in ways that help soils to regenerate. We recognise the importance of existing green spaces in the area, noting that there are opportunities to improve diversity on land that was previously farmed.

We can enhance the quality of the places we build. For example, by creating an extensive network of green spaces which include water features, every home will be within a short walk of green open space, and we will also be delivering new areas for wildlife habitats. At the same time, we want to find ways to help people live in harmony with nature and encourage them to help care for their natural landscapes.

- > How can we embed nature at the heart of our neighbourhoods?
- What suggestions do you have for future areas of green space? (eg planting, open space, community gardens, footpaths or trails)









Promoting community participation

Our ambition stretches beyond building homes and workplaces. We aim to support the growth of an inclusive and vibrant multi-generational community, where everyone has a sense of belonging and an opportunity to thrive. This means thinking about new ways of living, different housing tenures and models of affordability.

It is important to us that everyone who lives at East Hemel feels like it is 'their place', whether this is achieved by connecting with others who share similar interests, having a say in how their neighbourhood is managed, or leading active lifestyles.

We are committed to delivering the best quality architecture and landscape design possible, to serve the community long into the future. Our masterplan will include three primary schools, a secondary school, community space(s), health care facilities, local shops, play areas, sports pitches and large areas of land for recreation and nature.

These buildings and spaces will provide the setting for community life. As part of the community engagement exercise, we are interested in your ideas about what we might do beyond the 'bricks and mortar' to support the growing community.

- > How might we help foster a sense of community among friends and neighbours?
- Can we explore new ways of living, through innovative housing, so neighbours can better support each other?
- How can we create a place that welcomes people of all ages and abilities, and helps them to contribute meaningfully in their neighbourhood?
- What type of indoor and outdoor community activities should we plan for?





Fostering prosperity & new economies

Successful communities combine opportunities for work together with new homes and services. This has long been part of Hemel Hempstead's success story. As Hemel Hempstead grew in the 1950's and 60's there was a real focus on delivering high skill jobs alongside homes and this relationship applies equally today.

The allocation of a large strategic site at East Hemel is a rare opportunity to grow the local economy at considerable scale to provide the workplaces of the future. We will deploy our experience in fostering skills and capabilities to help support the growth of the existing and future Hertfordshire workforce and equip the next generation with the skills to enhance the economy.

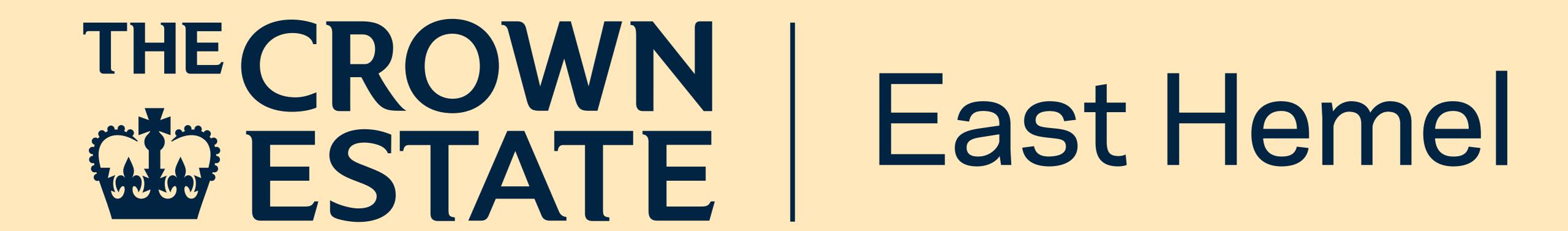
The local planning authorities have identified the potential for 6,000 new jobs at East Hemel. The Crown Estate has committed significant investment to support the growth of the innovation economy and new sectors across Hertfordshire and the UK. We believe there may be potential to create jobs in sustainable construction and have already begun engaging with local education providers and stakeholders through our 'supporting skills' agenda. We will invest in skills and training for local people throughout the design and delivery of development at East Hemel. We will also look to create long term opportunities, once development is complete.

- > How can we support local businesses to grow?
- > What are the industries of tomorrow? How might we welcome and support them?









Celebrating pride of place

Our vision is rooted in celebrating pride of place, emphasising the local culture, history and communities that give Hemel Hempstead its unique identity. Hemel Hempstead has a long history which is reflected in medieval landmarks like St. Mary's Church and the Old Town and in historic cottages and farmhouses around the town.

Hemel Hempstead's development as one of Britain's pioneering New Towns saw Geoffrey Jellicoe's masterplan shape the 'town in a park', which gave rise to a very distinct pattern and several lessons to take forward into our masterplan including:

- Community life flourishing amidst carefully planned neighbourhoods
- A network of green valleys with neighbourhoods on surrounding slopes
- Neighbourhoods served by successful local centres to meet every day needs
- Investment in amenity and social infrastructure like schools, community centres, parks, playing fields
- Diversity of employment options alongside residential growth
- Innovation in architecture and design

There are many opportunities to celebrate Hemel's wider identity and weave it into a vibrant future. The legacy of farmsteads, cottages, historic lanes, rolling topography and the Nickey Line all connect to Hemel Hempstead's long history, and there is an opportunity to breathe new relevance into these features to inform the identity of the new community elements.

- What current or historic features provide a sense of pride in Hemel Hempstead?
- What features, layers, or stories could help shape the future identity of East Hemel?
- What do you want to see in local centres in the future?



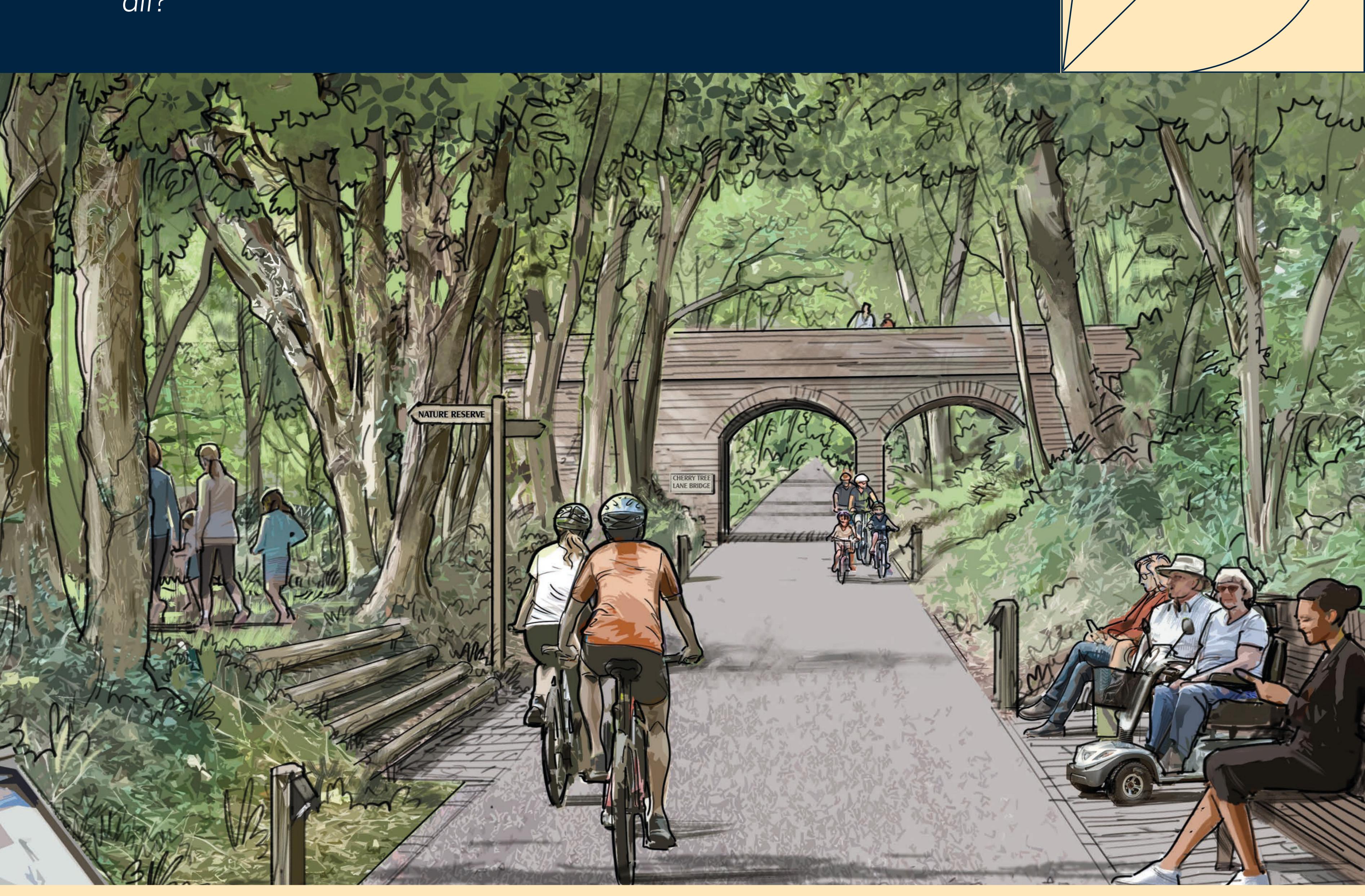


Connecting places & people

Our vision is for East Hemel to become a place where people are well connected physically and digitally. We want to create a place where people can easily walk, cycle and use public transport, and where sustainable travel can take precedence over vehicles. Digital infrastructure will also play an important role in connecting people and places in a flexible and adaptable way.

We believe this will create a more equitable, healthy and safe place, with greater levels of interaction between neighbours adding to wellbeing and inclusivity. There are lots of ways in which we can achieve this, leading to a very different, more connected type of place, for example:

- Create walkable neighbourhoods, where everything residents need is a short walk away
- Have high quality digital infrastructure, including high speed internet and smart technology to support working and learning from home
- Ensure high quality walking and cycling routes in every neighbourhoodthataresafeandeasytonavigate for everyone, including those with disabilities, the elderly, and children
- Deliver routes where local buses have priority over general traffic to connect to key destinations within the town and beyond
- Manage parking so it doesn't dominate streets, allowing for pedestrian friendly spaces close to people's homes
- Provide multi-modal mobility hubs at key locations so people can interchange betwen different types of transport e.g. bus to e-bike
- > What would encourage you to walk, cycle and use public transport more?
- What things need to be put in place to aid accessibility for all?



Designing East Hemel

Our design team will be exploring a range of factors for further discussion with the community and other stakeholders in the coming months. We anticipate looking at themes like:

Landscape and greenspace

Including parks, woodland, play space, community gardens and wildlife corridors

Routes and links

Both pedestrian and cycleways, routes and trails, and roads including for public transport

Infrastructure networks

For aspects like main services, drainage, power and telecommunications

Neighbourhood 'anchor' facilities

Such as schools, shops, cafés, health, sports and leisure provision

Range of house types

Including styles, sizes, layouts, tenures

Business and workspace

Including locations as well as types of jobs and skills for future needs

Sustainable lifestyles

Future ways of building, living, working and playing

- > What kind of factors do you think are important to consider in the planning and design of new neighbourhoods for East Hemel?
- > Where are there other examples you consider to be good places and why?







What happens next?

Stage 1 Public Engagement

Drop-in Engagement Sessions

Study Visits*

Stage 2 Public Engagement

Community design workshop

Stage 3 Public Engagement

Design review with community

Planning application preview

Submit Planning Application

October 2024

October

Nov/Dec

Jan - March 2025

Jan/Feb

Spring 2025

Spring 2025

Summer 2025

Autumn 2025

Ways to contribute and stay involved

There are many ways of contributing and staying up to date including:

- Providing contact information to receive updates and news
- Sharing your feedback and ideas through the questionnaire and Commonplace, via the QR code. Commonplace is a citizen engagement platform designed to gather inputs and feedback from wide groups of participants through their digital platform.
- Joining in the study trip
- Participating in future in-person engagement events

Thank you for coming. We look forward to seeing you at future events.

- > *Would you like to participate in any study visits to other places?
- > Would you like to participate in future design workshops?

