# SOUTH WEST HERTFORDSHIRE

# BUSINESS GUIDE



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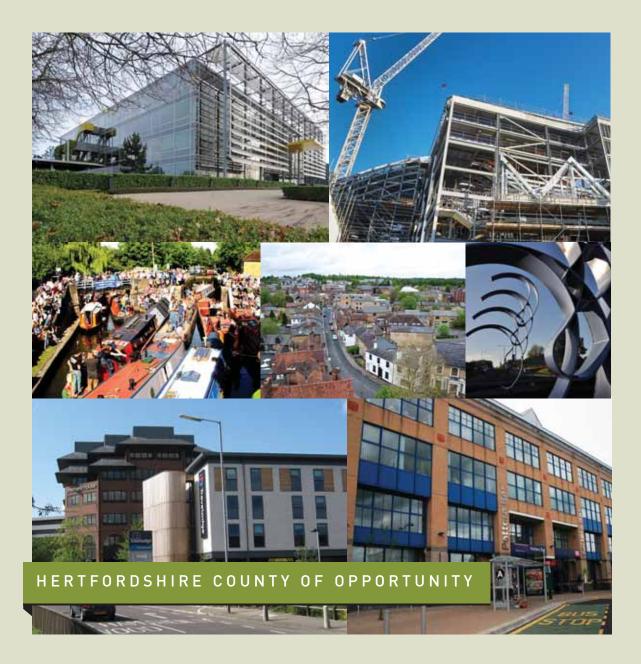


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# SOUTH WEST HERTFORDSHIRE

# BUSINESS GUIDE



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# WELCOME

Hertfordshire is one of the UK's great economic success stories. Thriving local and international business sectors, a highly skilled population, strong educational attainment and a low unemployment rate are combined with exceptionally high shop occupancy rates in our high streets.

evelopment continues apace across south west Hertfordshire with public and private money being invested to further enhance the area for our residents, businesses and visitors. From the modernised town centres of Hemel Hempstead and South Oxhey, intu Watford extension bringing new retail and leisure facilities to the region, vibrant cultural facilities including the burgeoning international film hub of Warner Brothers and Elstree Studios and new mixed use developments at Watford Riverwell, Watford Junction and Clarendon Road delivering much needed high quality housing, office and commercial space, there has never been a better time to live, work, visit or invest in the area.

Hertfordshire has some of best national and international transport links in the UK. We are a stone's throw from London but surrounded by Green Belt and without the capital's location costs.

This practical guide is primarily aimed at current and potential SW Herts-based commercial and public sector organisations. It will serve to further expand local partnerships and supply chains, increase efficiency and reduce carbon footprints. The guide is accompanied by the 'It's Local' service for SW Herts - a web-based directory of all businesses in the area, which can be accessed at **www.itslocalswherts.co.uk** 

**Morris Bright** Hertsmere Council Leader

Northy Thompsell

Baroness Dorothy Thornhill Elected Mayor of Watford

Sava Bedford

Sara Bedford Three Rivers Council Leader

#### HERTFORDSHIRE COUNTY COUNCIL: DEDICATED TO ADDRESSING SKILLS GAP AND HELPING LOCAL BUSINESSES

Hertfordshire County Council want to see a thriving economy here in the county of opportunity.

We know that one of the main areas we should continue to focus on is ensuring the county's work force and future labour market are best equipped to meet employers' needs. That's why we've relaunched the Hertfordshire Skills Strategy, published in January 2018 following a wide consultation process.

The strategy has been developed and is driven by a partnership of Hertfordshire County Council, the Hertfordshire Local Enterprise Partnership and the Department of Work and Pensions. We have incorporated the influences, views and needs of employers, training providers, schools, colleges, the University of Hertfordshire and district and borough councils in the development and implementation of the Skills Strategy.

We know small and medium sized businesses in Hertfordshire report a skills gap that impacts negatively on their ability to grow their business. We will continue to address this by providing targeted support to these employers and their workforce. We will also continue to work with businesses, Higher Education, Further Education and other training providers to improve the skills of both the existing workforce and the future labour market ensuring a better matching of skills to business needs in order to sustain economic growth.

The strategy makes clear the approach, and commitment, of how we will grow and develop our workforce to support a strong economy within which businesses can thrive, whilst enabling all residents of Hertfordshire to maximise their own individual potential and share in Hertfordshire's prosperity.

In addition to this we also spearhead the Hertfordshire Apprenticeship Alliance (HAA). The HAA started in 2016 to ensure that the apprentice levy was optimised across the public sector in Hertfordshire. The HAA brings together the county council, districts, police and NHS working in collaboration with the Local Enterprise Partnership and learning providers across Hertfordshire. The HAA's ambition is to use the apprentice levy to address key skills shortages across a range of professions for example legal, digital, planning and social care. All of these skills will help provide vital services to Hertfordshire residents both in the public and private sector.

To find out more visit: www.hertfordshirelep.com/what-wedo/priorities/skills-employment/ skills-strategy/







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#### HERTFORDSHIRE'S ENTERPRISE ZONE

Hertfordshire's newly created Enterprise Zone (EZ) will boost jobs and growth in SW Herts, bringing forward a range of new employment spaces to support 8,000 new jobs, with a focus on environmental technology.

#### Its aims:

The Hertfordshire Enviro-Tech Enterprise Zone will become the leading place in the UK for businesses specialising in technology for the built and green environments. In partnership with world-class institutions Rothamsted Research, pioneers of agri-technology, and the Building Research Establishment (BRE) who set global standards for built environment, Hertfordshire will nurture a new ecosystem of companies whose technology developments are fuelling innovation within the built and green environments.

#### WHAT IS IT?

The Enterprise Zone offers genuine greenfield development potential, a rare opportunity within the wider London catchment. Its collection of seven strategically located sites comprising 107 hectares have the potential to attract up to 800 new firms and deliver 8,000 new jobs including many highly-skilled jobs linked to enviro-tech activities.

The project will bring forward much needed new, high-quality commercial

space for Hertfordshire. Development has already started, and over the next 10 years almost 3 million sq. ft. of new facilities will be created for a range of employment uses, offering a variety of spaces from start-up and incubation to flexi and grow-on space, right through to major HQ and anchor brand premises. New developments will be built out to the highest levels of sustainability, in line with the Enterprise Zones' enviro-tech principles.

Enterprise Zone status enables the project to make significant investment in transport infrastructure needed to improve accessibility to the Maylands area, enabling commercial activities to thrive. The Enterprise Zone is the commercial heart of a wider area of residential development around East Hemel Hempstead, and so this infrastructure investment will help unlock wider opportunities to deliver balanced growth, helping create strong connections between new high quality places to both live and work.

Investment will also be made in high capacity digital infrastructure,



Maylands Business Park

Hertfordshire's Enterprise Zone Partners















BRE Open Innovation Hub © Mowat & Company

essential for enviro-tech research and innovation to flourish, and in skills development, working with Hertfordshire's education providers to nurture the skills that enviro-tech employers will need.

#### The benefits for businesses are:

- Up to 100% business rate discount worth up to £275,000 for each enviro-tech business locating in the zone by March 2022;
- A variety of high quality, flexible employment spaces;
- Significant investment in improvements to infrastructure in the Maylands area, including road and public transport access and digital connectivity;
- Links with local leaders in envirotech research and innovation, with partners Building Research Establishment (BRE), Rothamsted Research, the Green Triangle and the University of Hertfordshire.
- Strong local labour market and excellent skills support from the University of Hertfordshire and West Herts and Oaklands Colleges;
- Strategic location, adjacent to the M1 and with close proximity to the M25 and London, as well as international airports.

For more information contact Enterprise Zone Manager Cherie Norris Cherie.norris@hertfordshirelep.co.uk

#### TOURISM

Drawing visitors to Hertfordshire's attractions and visitor hot spots is a critical part of the area's economic development, as tourism remains one of the biggest industries in the UK today.

Tourism in England contributes £106 billion to the British economy (GDP) and supports 2.6 million jobs. In Hertfordshire alone, tourism is worth over £2.1bn every year and more than 38,000 people are in jobs related to the visitor economy.

In 2015, to help strengthen the county's tourism offer, Hertfordshire County Council and Hertfordshire Local Enterprise Partnership awarded the county's tourism service to destination management specialists Go To Places, who in turn launched Visit Herts as the new Destination Management Organisation for the county in summer 2016.

Visit Herts acts as the glue that binds the tourism assets of the county together, creates the links between attractions and their host destinations, and promotes tourism related businesses. It now has over 50 investor partners, including major attractions, hotels and district councils. With an award winning consumer website profiling things to do and see in Hertfordshire (www.visitherts.co.uk), supporting social media channels and a programme of inspiring marketing and brand awareness campaigns, Visit Herts offers tourism businesses much greater exposure to potential markets at home and abroad.

Visit Herts are also involved in a number of exciting UK Government **Discover England Fund projects** including the Gourmet Garden Trails of England, US Connections and East of England Touring Route. Involvement in these collective Discover England Fund projects allows Visit Herts and all partners involved to reach far greater audiences, and access funding streams and resources that many could not access alone. Through these projects Visit Herts aim to ensure that Hertfordshire is increasingly visible through OTAs and the travel trade, and through their evolving digital network.

Tourism attractions and other businesses interested in finding out more about working with Visit Herts service can contact the team at enquiries@visitherts.co.uk.





VISIT HERTS ACTS AS THE GLUE THAT BINDS THE TOURISM ASSETS OF THE COUNTY TOGETHER, CREATES THE LINKS BETWEEN ATTRACTIONS AND THEIR HOST DESTINATIONS, AND PROMOTES TOURISM RELATED BUSINESSES.

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# Hertfordshire

Hertfordshire Local Enterprise Partnership (LEP) is a business-led organisation, bringing together the private and public sectors to target investment and ensure our enterprises, communities and people thrive.

It is our ambition for Hertfordshire to become one of the top three economies in the country outside of London. The LEP brings together key partners to provide strategic leadership, vision and focus to deliver this aim.

We are now developing a Local Industrial Strategy to harness Hertfordshire's sector strengths to tackle the four grand challenges faced by the UK including artificial intelligence, clean energy, the future of mobility and ageing society. Keep up with our progress: #HertsIndustrialStrategy.

www.hertfordshirelep.com 01707 358744



Have you met the Hertfordshire Growth Hub team yet? Their specialist advisers offer free advice, support, events, resources and grant information to established local small businesses with growth potential. You can also use their free Marketplace to advertise your professional services to other local firms.

For support to grow your business, and specialist advice on sales, marketing, technology, productivity, access to finance, skills or inward investment, find out more by visiting www.hertsgrowthhub.com or call them on 0844 725 5575.



Hertfordshire Chamber of Commerce is the unified voice of business and the premier advocacy organisation in the county. Accredited by the British Chamber of Commerce, the Chamber supports the prosperity and long term growth of businesses across Hertfordshire. Our goal is to develop a shared, collaborative vision for the county through extensive interaction with local business communities and other business support organisations.

Promoting the positive impact of Hertfordshire businesses success through the 'Inspire Hertfordshire' Awards Programme, involvement in initiatives to generate an educated and highly-skilled, capable workforce to meet the future needs of the county, and launching county wide campaigns such as 'International Trade 2014' are just some of the ways that the Chamber is supporting the economic growth of Hertfordshire.

#### www.hertschamber.com 01707 398400

OUR GOAL IS TO DEVELOP A SHARED, COLLABORATIVE VISION FOR THE COUNTY THROUGH EXTENSIVE INTERACTION WITH LOCAL BUSINESS COMMUNITIES AND OTHER BUSINESS SUPPORT ORGANISATIONS.





Wenta are the leading enterprise agency for Hertfordshire and Bedfordshire offering a diverse range of business support services to both start-ups and existing businesses.

As a social enterprise that has been helping local people to start up and grow their business for more than 34 years, the organisation provides business advice, mentoring, business incubation centres, training courses, education programmes for schools, colleges, universities and organisations as well as business premises.

#### **Business advice**

If you have an idea that you would like to develop into a business or if you're already up and running and looking to grow, Wenta's experienced advisors can provide you with all the advice you need to succeed and grow in your chosen field. Wenta also now offer free, instant, live chat business advice to Hertfordshire residents direct from their website at www.wenta.co.uk

#### Education and training courses

Wenta's Training and Education team deliver a number of business skills courses for the selfemployed on subjects such as marketing and finance as well as a variety of enterprise skills workshops for schools, colleges and universities.

#### **Business hubs**

Wenta run a number of local business hubs in Potters Bar, Watford and further afield in Enfield and Stevenage, enabling them to fund their enterprise services whilst providing 'homes' for small, growing businesses. Wenta's hubs offer a wide range of facilities from self-contained offices and workshops to mailbox and virtual office facilities at flexible and affordable prices.

www.wenta.co.uk Watford 01923 693700 Potters Bar 01707 663610



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# TRAINING AND APPRENTICESHIPS

#### APPRENTICESHIPS: DEBUNKING THE MYTHS

Apprenticeships are on the rise with more than half a million people completing one last year – a 79% increase on 2009. Unless you are one of those people there is a high chance that you don't know just how much apprenticeships have changed.

They are still a great opportunity to pick up a skill or a trade and they still offer apprentices the chance to earn a wage and learn on the job. But the UK has seen a big push in the quantity and breadth of apprenticeships available, without sacrificing the quality.

Apprenticeships can now be studied at three levels; Intermediate, Advanced and Higher. All must be delivered over at least 12 months and latter is taught at Level 4, the equivalent to a Certificate of Higher Education. They also remain a great development tool, with 85% of apprentices staying in employment within their industry.

Apprenticeships are available at West Herts College in all of the traditional areas and many you might not expect. Industries we cover include electrical installation, plumbing, motor vehicle engineering, accounting, human resource management, hospitality, creative media and supporting teaching and learning.

Assessments can still be made in the workplace with minimal time away from work. For employers, apprenticeships really are a great way to recruit the best staff for your business or upskill members of your current team.

In spring 2017 the way the government funds apprenticeships in England changed with the introduction of the apprenticeship levy on 6 April 2017. Some employers are required to contribute to a new apprenticeship levy, and there are changes to the funding for apprenticeship training for all employers. The levy requires all employers operating in the UK, with a pay bill over £3 million each year, to invest in apprenticeships. For more information, visit www.gov.uk/guidance/payapprenticeship-levy

West Herts College www.westherts.ac.uk 01923 812000

Oaklands College www.oaklands.ac.uk 01727 737000

National Apprenticeship Service www.apprenticeships.org.uk 08000 150 600





Local businesses looking to train staff or take on new employees will find all the information and guidance they need via a free-to-use service called Skillmakers.

Developed in partnership with local employers, it offers a short cut to advice on training and recruitment – including apprenticeships.

Support is available online – at skillmakers.co.uk – and from a team of training professionals with extensive local knowledge.

Speak to them for advice on:

- Upskilling existing staff
- Recruiting new staff
- Integrating your business into the community

The Skillmakers service is free to use thanks to the backing of West Herts College in partnership with Watford Borough Council, Oaklands College and Hertfordshire Local Enterprise Partnership.

Local businesses looking to find out more, should visit www.skillmakers.co.uk or contact Louise Thurston, louise.thurston@westherts.ac.uk



#### GOT A SKILLS GAP?

West Herts College can offer training and advice for you, your staff and your business. There are lots of options for training, some of which could be free.

We can improve your bookkeeping skills, provide training in social media and help with marketing and developing your business online. We also provide accredited management training and AAT accounting courses.

We can advise you on the apprenticeship programmes available and help you to recruit apprentices. 01923 812032



## University of Hertfordshire

A successful business needs employees that are focused, well-trained and highly motivated and the University of Hertfordshire can help prepare your organisation to be better positioned to develop a dynamic culture that fosters great productivity, produces fresh ideas and boosts the bottom line. With a huge capability in training and development, we can provide what you need through executive business courses, short courses for career development, online distance learning courses and degree apprenticeships. We offer degree apprenticeships in Digital and Technology Solutions and Chartered Manager.

What really sets us apart is that our vision is to be internationally renowned as the UK's leading business-facing University and we love working with small and large businesses. Last year we helped more than 250 SMEs and thirty large corporates to access real-world research, flexible training and expert consultancy. We know the pressures that businesses face and so we're here to provide all the support you need to get you where you want to go. Contact our team on **be@herts.ac.uk**, call us on **01707 286406** or visit our website **go.herts.ac.uk/businessservices** 



#### WORK EXPERIENCE CAN WORK FOR YOU

Each year, thousands of businesses offer young people work experience placements in Hertfordshire. This gives students a real life opportunity to understand the world of work.

YC Hertfordshire, in conjunction with The Chamber of Commerce, can provide this service throughout Hertfordshire by supporting schools and employers with this process.

By offering a young person a work experience placement, you can improve the skills of future employees in your industry, raise the profile of your organisation's career opportunities and develop the management skills of staff members.

yc@hertfordshire.gov.uk www.ychertfordshire.org



BY OFFERING A YOUNG PERSON A WORK EXPERIENCE PLACEMENT, YOU CAN IMPROVE THE SKILLS OF FUTURE EMPLOYEES IN YOUR INDUSTRY, RAISE THE PROFILE OF YOUR ORGANISATION'S CAREER OPPORTUNITIES AND DEVELOP THE MANAGEMENT SKILLS OF STAFF MEMBERS.

# SUSTAINABILITY

#### **ELECTRIC CHARGE POINTS**



Councils in Hertfordshire are actively supporting electricity vehicle charging points. There are over

- Croxley Green
- Tring
- Radlett
- Berkhamsted Hemel Hempstead

- St Albans
- Welwyn Garden City

http://chargemap.com



#### **RECYCLING SERVICES**

The district and borough councils provide a recycling collection service for the commercial and public sectors.

Three Rivers District Council www.threerivers.gov.uk

Watford Borough Council www.watford.gov.uk

Hertsmere Borough Council www.hertsmere.gov.uk

#### TRANSITION **TOWNS**

Transition Town teams work with local businesses, public organisations in their area in order to reduce their town's carbon emissions. Initiatives may include organising local produce markets, public awareness raising, working with shops to stock Fairtrade and local produce together with promoting re-usable bags, encouraging cycling and public transport and promoting recycling.

#### www.transitionnetwork.org

The following SW Herts towns are members of the Transition Network:

- Abbots Langley Transition Town Association
- Hemel in Transition
- Transition in Kings Langley
- Transition Berkhamsted



#### **GREEN OUR HERTS**

The local authorities across Hertfordshire provide a comprehensive environmental website covering the range of sustainability issues including transport, planning and building and energy saving. The site is managed by Three Rivers District Council on behalf of the Green Our Herts group which is funded by the Hertfordshire Sustainability Forum.

#### www.greenourherts.org.uk



#### RESOURCES

SW Herts Transport Plan www.hertfordshire.gov.uk

Lift share www.liftshare.com/uk

For more information about sustainability see individual Council sections

# BUILDING CONTROL SERVICES TRANSFORMED IN HERTFORDSHIRE

Seven Hertfordshire authorities joined forces to create a new, fully integrated Building Control Service for the County called Hertfordshire Building Control (HBC).



The organisation, will become one of the largest building control companies in the UK, combining resources and expertise from across the county to provide a more flexible and efficient response to building control issues.

The aim of the organisation is to work in collaboration with builders, architects and agents to ensure every building project achieves approval with the minimum of disruption, saving property owners and developers both time and money. The same high inspection standards will apply ensuring property owners can be confident that their building work is safe to use, environmentally sound, and will be capable of lasting for the intended duration of the building.

The majority of structural changes to buildings, residential and commercial as well as new build projects, require building control approval to ensure the work undertaken meets current regulations. The team of qualified surveyors will provide a complete statutory building control approval service for the county, offering proactive advice, support and guidance. This is separate to the planning approval process, which will continue to be undertaken by the individual local authorities.

The team covers all aspects of building work, from simple extensions and loft conversions to more complex large-scale commercial or residential developments. They will offer sameday or next-day appointments for site surveys, meaning unnecessary delays to time-critical stages of building projects will be avoided.

The new company is wholly owned by seven local authorities and is also part of the Local Authority Building Control consortium, which provides access to nationwide expertise and up-todate information on changes to regulations. Property owners can continue to be assured that their building project receives impartial and independent monitoring.

www.hertfordshirebc.co.uk

Building Control Surveyor David Eggleton explained: "This initiative was carefully planned over many months and enables us to provide a far more efficient service, which benefit property owners, building contractors and the taxpayer.

"This is because combining resources gives us the opportunity to invest in digital systems that speed up the process of building control, ensuring that the business operates more efficiently. There are also benefits for staff who find that being part of the largest building control company in the country provides them with career development opportunities previously not possible.

"There has been a lot of work undertaken to bring everything together. I am entirely confident we have an exceptional team to deliver this powerful service."

# MAJOR PROGRAMMES

# WATFORD RIVERWELL - CREATING A THRIVING NEW COMMUNITY IN THE HEART OF WATFORD

Watford Riverwell is transforming a large area of land to the south of Watford General Hospital and Watford Football Club. Through effective partnership, Watford Borough Council and Kier Property are delivering an exciting new destination and working closely with West Hertfordshire Hospitals NHS Trust to ensure the Riverwell plans allow the hospital to bring forward its proposals for new health facilities in Watford.

Over the next 10 to 15 years, the scheme will deliver jobs, homes,

public open green space and community facilities.

#### Progress so far (spring 2018) includes:

- Opening a new road, Thomas Sawyer Way, to unlock the scheme and provide significantly improved emergency access to the hospital
- Completion of the first business zone, Trade City Watford, which provides light industrial space in 12 new units
- Commencement of construction for the first new homes on the site (Woodlands)

- Launch of the clean-up of the River Colne which runs through the site
- An agreement with the Audley Group that will see the first of the Group's new brand of retirement accommodation, Mayfield Villages, delivered on the site
- Submission of a planning application for the largest residential zone – Waterside – which will provide 408 new homes in a riverside location to the south of the new road

The partnership is now working on the zone to the north of the road, adjacent to the hospital, which will become the heart of the new community. Local people, as well as patients, staff and visitors to the hospital, will enjoy a lively neighbourhood centre with shops and community facilities and a new two-form entry primary school. Over all, Watford Riverwell will deliver a much improved local environment through the cleaning up of the site, much of which is contaminated, and the creation of more green and open spaces for the whole community to enjoy, including riverside walks and wildlife habitats.

The total estimated cost of Watford Riverwell is £350 million and is expected to create 1,300 jobs through the lifetime of the scheme.

#### OPPORTUNITIES FOR BUSINESS AT WATFORD RIVERWELL

Watford benefits from an outstanding location and is one of the best connected areas in the country. Located within the M25, it is close to the M1 motorway and with its good, fast rail links, London is just 20 minutes away. As a regional centre for retail, entertainment and commerce, in addition to its resident population, Watford serves a catchment of around 500,000 people living within a 20 minute, and 5 million within a 40 minute, travelling time.

Watford has a long history of welcoming and supporting business and the Watford Riverwell is one way in which the town continues to open up commercial opportunities.

www.riverwell-regeneration.com @riverwell\_regen

#### WATFORD JUNCTION

Watford Junction is one of the key development opportunity hubs within the M25. Located close to Watford town centre, this 19 hectare site is just 20 minutes from central London. The scale of the scheme has attracted the attention of a number of Government departments and agencies.

A new masterplan sets out the vision to create a vibrant mixed-use neighbourhood and gateway to Watford with its own strong identity as a place to live, enjoy, do business, travel and invest.

The scheme has been divided into 28 plots which when combined will result in:

- Up to 2,777 new homes
- Two 2-form entry primary schools
- Up to 74,000m<sup>2</sup> of employment floorspace, including a new hotel
- Up to 7,000m<sup>2</sup> of active ground floor uses comprising retail and community floorspace, including medical and child nursery provision
- A new, improved train station and pedestrian concourse / bridge which will improve movement across the site and create a brand new entrance and access to the east of the railway lines
- A high quality public realm of distinction including streets and public spaces

#### WATFORD BUSINESS PARK

Watford Business Park is a 26.3 hectare site to the south-west of Watford town centre and is currently home to over 100 businesses, employing in the region of 1,200 people. Whilst it is a major employment area, a significant proportion of the existing properties are over 50 years old, of poor specification and are deteriorating. The supporting road and communication infrastructure is also outdated.

Watford Borough Council is working with local partners to deliver a strategic masterplan for the site, supported by £1.5 million from Hertfordshire Local Enterprise Partnership.

Initial work has identified potential for phased redevelopment of the site over a 15-year period. Intensification of the site will provide more employment capacity and have the potential to create an additional 1,300 jobs.

INTENSIFICATION OF THE SITE WILL PROVIDE MORE EMPLOYMENT CAPACITY AND HAVE THE POTENTIAL TO CREATE AN ADDITIONAL 1,300 JOBS.



#### INTU WATFORD

2018 will be a landmark year for intu Watford with the completion of the £180 million redevelopment of the former Charter Place shopping centre and the refurbishment of the original centre. This outstanding development will provide new retail space including larger units to attract even more exciting brands, further enhancing Watford as a retail destination, an IMAX cinema and leisure complex, along with a vibrant new restaurant hub. A new public square will also be created in order to host an exciting events programme, such as street theatre and music shows.

The investment is aimed at transforming Watford and creating the best place in the region for people to shop high quality brands and spend their leisure time.

Around 1,125 additional jobs across the retail, hospitality and leisure sectors will be created through the development. The project will be completed in time for Christmas 2018.

For more information go to www.intu.co.uk/watford/events/theintu-watford-redevelopment.

#### HEMEL EVOLUTION

In Hemel Hempstead, Dacorum Borough Council's £30m Hemel Evolution regeneration programme has kick-started the town's transformation.

Innovations have included new family-friendly features such as the 'play-on-the-way' children's areas along the main Marlowes shopping area and New Town Square central entertainment space – with its surface-jet fountain, large movie screen and colourful Rainbow Stage for live performances.

Hemel Evolution has also strengthened connections with other areas of the town centre to boost footfall:

- building a modern bus interchange
- creating an attractive walkway to the restored Jellicoe Water Gardens
- rejuvenating historic Hemel Old Town

• developing the neighbouring Gade Zone – the site of West Herts College's new tertiary education campus and The Forum shared services centre with state-of-the-art central library

And there's real proof that it's working. Investors have flooded in - from independents such as Little Beans & Co Play Café to Capital and Regional, who recently acquired The Marlowes Shopping Centre for  $\pounds$ 53.8 million.

Hemel Evolution also helped clinch the town a place in the finals of the Great British High Street Awards 2016, shortlisting it as one of the country's best high streets in the Town Centre Category.

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For event programme and opening times visit www.coam.org.uk Chiltern Open Air Museum, Newland Park, Gorelands Lane, Chalfont St Giles, HP8 4AB

# THREE RIVERS DISTRICT

Three Rivers District in South West Hertfordshire straddles the north-west corner of the M25 on the edge of Greater London. The district is a mixture of beautiful countryside, villages and small towns and the population overall is well educated and affluent.





Warner Bros. Studios Leavesden is a purpose-built, state-of-the-art studio offering one of the largest production facilities in the UK. Features produced here includethe Harry Potter series, Mission: Impossible 6, Wonder Woman and Ready Player One. Warner Bros. Studio Tour London opened in 2012 and allows visitors to discover 'behind-the-scenes' secrets of the Harry Potter film series.

Three Rivers District is full of innovation, creativity and community work. It has much to offer with visitor attractions, festivals, shopping, eating and drinking, sport and leisure, culture and history and places to stay, making Three Rivers an ideal place to live and work.

It has a vibrant, diverse community and there are many events that showcase the lively and active atmosphere. It offers beautiful countryside, excellent leisure facilities and a wealth of culture and history. Three Rivers is also one of the safest districts in Hertfordshire, with the county itself one of the safest in the UK.

Our Green Belt is nearly 9,000 hectares and we manage 260 hectares of public woodland and 21 conservation areas in the district. This demonstrates the amount of open space and places of historical interest in Three Rivers.

This district is home to the world famous Warner Bros. Studio Tour London – The Making of Harry Potter, which allows visitors to relive the magic of the Harry Potter film series. Visitors can also tee up at one of Three Rivers eight fantastic golf courses, including The Grove resort and spa which offers luxurious accommodation, or you can get out and about in Three Rivers' beautiful open spaces such as The Aquadrome, Chorleywood Common, Leavesden Country Park, Croxley Moor, Beechen Wood and Franklin Spring Woods.



The area has a diverse range of sectors and businesses, home to both the head offices of national and international organisations and vibrant small firms. It is the base for national names such as British Telecom, Camelot, Nestle, Renewable Energy Systems, Imagination Technologies, Warner Bros, Skanska, Clancy Docwra, Smith & Nephew, Nissan and Renault. One of the main aims for the District Council is to help people find the support they need to set up in business and markets or to expand existing enterprises and the Council has helped establish Rivertech in Rickmansworth as a hub for new and small businesses.

Communications are very good with road and rail links, including the M1, M25, the West Coast Main Line and the Metropolitan Tube Line into central London. You are Kings Langley is home to Renewable Energy Systems, which produce and supply Wind Turbines to the global market. The company has received the Queen's Award for Enterprise for its international trade.



West Herts College apprentices. The Council has been working with West Herts College to promote apprenticeships.

30 minutes away from the nearest airports, Heathrow and Luton, by car. Gatwick is an hour away by car.

Our priority is to improve the quality of life for the people of Three Rivers by working in partnership to create a district which is safe, healthy, and prosperous, and which is where people want and are able to live, work and visit.

Fantastic golf, rolling countryside, and even a touch of magic – Three Rivers has it all.

For more information, visit Three Rivers District Council website.

#### THREE RIVERS BUSINESS FORUM

The Council works with local businesses to identify the key issues affecting them and ways that we can all work together to help stimulate the local economy. A core group of around 40 local companies and support organisations including the chambers of commerce, the Local Enterprise Partnership and training and skills providers, meet regularly via the Three Rivers Business Forum.

To see notes and presentations from previous discussions, and to register your interest in joining the forum, please go to: www.threerivers.gov.uk/egclpage/ three-rivers-business-forum

Three Rivers has eight golf courses including Rickmansworth Public Golf Course and Moor Park Golf Club.





We need £5million a year to run our free specialist services

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#### KEY DEVELOPMENT SITES

There are a number of sites which are coming forward for development/regeneration including:

• SOUTH OXHEY: Work is now well under way to deliver this initiative which represents a major opportunity to create a high quality, mixed-use development, on a self-contained site with a direct London Overground connection to Central London.

The immediate area has a population of 20,000 and a potential annual retail spend of £30m. The Council's ambition is to deliver a comprehensive redevelopment with its partners, within the heart of South Oxhey, which will help to attract new residents and dramatically enhance the quality of life for its established existing community. Key outputs include around 500 new homes, a food store and local retail facilities, a new public swimming pool and to improve the public realm

- MAPLE CROSS: A new 4ha employment site, close to the M25, recently allocated in the Local Plan
- CROXLEY GREEN: Croxley Business Park and the surrounding area are set to benefit from major development and housing projects including Watford Riverwell.

#### POSITIVE ABOUT INVESTMENT

Within Three Rivers, there are numerous other major planning proposals in the pipeline including residential and hotel development. The Council is committed to working proactively with developers and landowners to help realise the potential of land and property within the District to help meet future housing and employment requirements.

This includes developing a property investment strategy to identify potential opportunities on council and other commercial sites.

The Council has also embarked on a review of its Local Plan that will look at addressing housing and employment needs in the District over the next 20 years. If you would like to be involved in that process, please contact the Council via: trldf@threerivers.gov.uk

#### RIVERTECH

The Council officially launched 'Rivertech' in partnership with Wimbletech CIC in June 2016, which is a project creating shared work spaces for entrepreneurs, freelancers and homeworkers from Rickmansworth and the surrounding areas. The project utilises vacant and underused space at Basing House, a Grade II listed building in Rickmansworth and within the Three Rivers House itself.

The project has already seen 20 local businesses take up residence at Rivertech, covering areas such as graphic design, web development and digital marketing. Membership is growing rapidly and now the company is looking to expand, including via a 'virtual offer' providing members access to their network of like-minded start-ups and co-workers, in sites across London and the rest of the UK. Accountants Cox Costello moved into Three Rivers House in 2017 and more space is currently being made available by the Council.

Members are also able to give something back to the community by taking part in regular events to help share skills and knowledge with local groups, young and old.

Companies or individuals are able to join Rivertech through affordable flexible desk options: these range from renting a 'flexi desk' from £65 per month and a 'fixed desk' from £95 per month (excluding VAT). Larger space for small companies is also available at a higher rate, dependent on size and availability.

Further information plus enquiries about the space can be found at **www.rivertech.space** 





Croxley Business Park is served by the Met Line Croxley Underground Station.

In summing up the Three Rivers business environment, Cllr Stephen Giles-Medhurst, Lead Member for Economic Development, Sustainability and Transport said:

"Three Rivers is a great place to live, work and visit and we are working hard with local businesses and other partners to promote the local economy, support start-ups, improve training and skills and create quality jobs.

We relish the challenge of economic growth in our area but we are also conscious of the need to protect the wonderful environment and amenities that make Three Rivers such an attractive place for investors, right on London's doorstep."







#### WE SEE THE PERSON NOT THE DISABILITY

Life Opportunities Trust (LOT) is a charity providing high quality residential and supported living services and outreach services for adults with learning difficulties in Hertfordshire, Middlesex and Central London.

Number of services: 20Age range: 19 to 100

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Our head office is based at: Hempstead House, 1 Hempstead Road Kings Langley, Herts, WD4 8BJ

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Our vision encompasses three fundamental elements of a successful early education as well as working to develop well rounded individuals.

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which draws on the individual talents and interests of our pupils. Passion for learning is fostered through the promotion of independence, creativity and collaboration.

#### Have Courage

Aim High

We celebrate perseverance and resilience and children are encouraged to take ownership of, and responsibility for, their learning so they develop the confidence and curiosity to ask questions, and develop a mindset to solve and overcome problems.

#### Be Kind

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- Fundraising RVS Lunch Clu
   Social & Leisure Activities

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# CREATIVE HERTSMERE

Hertsmere is a rural and urban borough within Hertfordshire, situated on London's doorstep just 12 miles from Oxford Street in the heart of the city. There are four main settlements of Borehamwood, Bushey, Potters Bar and Radlett.



Home to television and film production, Hertsmere is well connected to London and the rest of the country. The M25 and M1 motorways and the A1 and A41 all run through the borough, which is also serviced by main line rail services stopping at Potters Bar, Radlett and Borehamwood.



The council's economic development priorities are to support innovation, enterprise and entrepreneurship. Hertsmere Borough Council works in close partnership with business, voluntary organisations and other public sector bodies.



#### ECONOMY KEY FACTS

Hertsmere has one of the most productive economies in the country (in top 10%). It is also home to a global entertainment industry focused around the BBC and Elstree Studios producing several renowned television programmes and films including *EastEnders*, *Casualty*, *Strictly Come Dancing*, *The King's Speech*, *Star Wars* and *The Shining*.

The borough enjoys an excellent business density with 70.74 businesses per 1,000 head of population. By comparison, the Hertfordshire score is 61.92 and the national average is 50.61. Hertsmere is ranked 55 out of 379 districts for skills and qualifications.

The proportion of knowledge workers in Hertsmere is very high by national standards, with 62.88% of the working population classified as professional, managerial or technical workers.

At £45,081, the average total income in Hertsmere is well above the national median, with the area ranking in the top 20% of districts nationally. This figure is slightly below the average for South West Hertfordshire (£47,399).

The average house price is £507,000.

In Hertsmere, 2.1% of people are claiming job seekers allowance in 2013, compared with 2.28% in Hertfordshire and 3.3% nationally.

#### **BOROUGH FACTS**

- Population: 103,000
- Green Belt: 79% of total area
- Conservation areas: 16
- Business and industrial parks: 15
- Quality of life: top 20%
- Health (by longevity): top 20%
- Crime: safest 20%



Borehamwood railway station

#### TRANSPORT

Hertsmere is well connected to London and the rest of the country via the M25, M1 motorways and A1 and A41 all of which run through the borough.

Rail services include: From Radlett and Elstree & Borehamwood railway stations it takes approximately 25 minutes to reach King's Cross/ St. Pancras International; the line also serves Farringdon, Blackfriars, Brighton, Luton and Bedford.

Elstree and Borehamwood is located within London fare zone 6 for Travelcard and Oyster fares.

From King's Cross/St. Pancras International trains reach Brussels in 1hr 55mins and Paris in 2hrs 15mins.

From Bushey railway station fast trains take 18 minutes to reach London Euston.

From Potters Bar, services go to King's Cross and to Moorgate, Hertfordshire, Peterborough and Cambridge. Services to London take 25 minutes, direct services to Cambridge take just over an hour.

The borough's excellent transport connectivity places it in the top 20\% areas in the country:

Airports (from Borehamwood)

- Luton Airport 28 miles
- Stansted Airport 35 miles
- Heathrow Airport 23 miles
- Gatwick Airport 62 miles
- London City Airport 26 miles
- Elstree Aerodrome\* (4 miles)

\* 24hr operations for residential aircraft, hangar space and handling for fixed and rotary wing aircraft

#### Underground

The Northern Line can be boarded from New Barnet station, 3 miles away from Borehamwood; The London Overground line can be accessed from Bushey rail station.

#### THE LOCAL PLAN

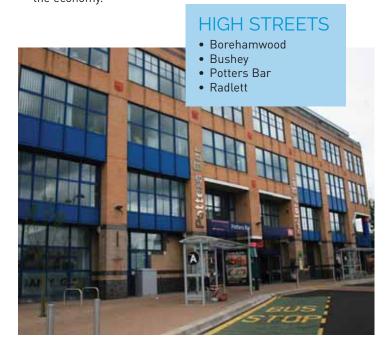
Hertsmere Borough Council is currently in the early stages of developing a new Local Plan for the borough. It will identify what sorts of development will be allowed where and will have a major influence on how the area will change and develop in the future. As part of this work, the council has been engaging with local businesses to listen to their views about what new development should happen where and what changes they would like to see made to support their business moving forward.

A need for an additional 9,000 new homes and 9,000 new jobs has been identified over the next 15 years.

#### ECONOMIC STRATEGY

Creative Hertsmere's vision is that by 2026 the borough will have a thriving, vibrant and prosperous economy that is underpinned by creativity and enterprise which:

- drives innovation and business growth to deliver the 8,000 jobs cited in the Hertsmere Core Strategy.
- has a well-educated and skilled population willing and able to compete in the local and global economy.
- supports creative driven economic development within the borough and across the wider area with a particular focus on the film and television industry.
- targets support for the most vulnerable.
- leads and champions town centre improvements to improve the retail and leisure offer across the borough.
- creates a labour market where the educational institutions (connected from early years to higher education) meet the current and future needs of the economy.



#### VISITORS

Located on the M25, Hertsmere is well placed for accessing London, a major advantage that is reflected through significant investment in several hotels in the borough in recent years. The borough is also well placed for accessing the natural and historic heritage of the Home Counties and is home to BBC and Elstree Studios, which provide a significant hub for the television and film industry and several current top television and film productions.

The borough is also home to Premier League Clubs Arsenal and Watford's training grounds which provide an excellent example of the council priority to promote and champion sport andleisure for local residents and visitors alike.

The County Council provides visitor information through Hertfordshire's libraries.





#### BUSINESS AND INDUSTRIAL PARKS

Centennial Park

Elstree Way Industrial and Business Parks

- Imperial Place
- Borehamwood Industrial Park
- Devonshire Business Park
- Hertsmere Industrial Park
- Manor Way Industrial Estate
- Capital Business Park
- Elstree Trade Park
- Elstree Distribution Park

Cranbourne Industrial Estate

#### Otterspool Way

Sterling Retail Park and Industrial Centre

Lismirrane Industrial Park

The Waterfront, Elstree

Hollies Way Industrial Park, Potters Bar

#### WORKING WITH HERTSMERE BOROUGH COUNCIL

Hertsmere welcomes enquiries from local businesses on all local matters. The council's procurement policy is available at www.hertsmere.gov.uk

Services provided by the council include:

- Planning and Building Control
- Licensing
- Filming permission
- Business support
- Inward investment
- Environmental health
- Parking
- Initiatives and events
- Community safety
- Leisure centres and services
- Parks and open spaces
- Domestic and commercial recycling collection
- Council Tax and Business Rates collection

The council is currently producing a Business Charter to demonstrate how these services can support and nurture the local economy.

#### KEEP IN TOUCH

You can sign up to the Council's e-newsletter at **www.hertsmere.gov.uk** Follow us on **@HertsmereBC** or search for our towns and villages on Facebook. Business issues may be raised at our regular local area forums **www.hertsmere.gov.uk** 

#### PARISH COUNCILS

Aldenham Parish Council www.aldenham-pc.gov.uk

Elstree and Borehamwood Town Council www.elstreeborehamwood-tc. gov.uk

Shenley Parish Council www.shenleyvillage.org

Ridge Parish Council

#### **BUSINESS GROUPS**

Watford and West Herts Chamber of Commerce www.watfordchamber.co.uk

Hertfordshire Chamber of Commerce -

www.hertschamber.com





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www.vetsnorthlondon.co.uk

#### Veterinary Centre for Hertfordshire and North London

Fernside is a small veterinary clinic operating from Borehamwood / Elstree. We cover clients from Radlett, Shenley to Watford and Stanmore, as well as Edgware, Mill Hill and Barnet.



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THE GOOD SCHOOLS GUIDE

# squire estates

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Through our extensive knowledge of the local area, we have built up a comprehensive database and an excellent reputation. Much of our business comes from word of mouth, demonstrating that our clients are more than willing to recommend us to friends, family and professional contacts.

At the heart of our success are our people. With their honest, efficient and courteous approach, our dedicated team of local experts work extremely hard to ensure they adhere to a strict code of conduct and are committed to best practice.

We can help you:
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✓ Sell or let your property



Get in touch with our team at Squire Estates to discuss your property needs.

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www.squireestates.co.uk



## HEMEL HEMPSTEAD

The Borough of Dacorum includes the new town of Hemel Hempstead, and the historic towns of Berkhamsted, Tring and the western part of Kings Langley. The district, which was formed in 1974, had a population of approx 152,7000. Its name was taken from the old hundred of Dacorum which covered approximately the same area.

The Borough of Dacorum is twinned with Neu-Isenburg, Germany.

## LOCATION , LOCATION, LOCATION

Unrivalled access to all the major transport networks. It is located on Jct 20 of the M25 and Jct 8 of the M1. London Euston is 26 minutes away by train and Europe is less than 2 hours away. Journey time to Luton Airport is a mere 20 minutes and London Heathrow only 30 minutes, making the area a first choice location for business.

#### The Borough

The borough is "Open for Business", with the business community, landowners, commercial agents and developers all working in partnership.

## **KEY FACTS**

- Over 7,800 businesses in
- Maylands Business Park is the largest Business Park in the South East and currently over 700 businesses are located there employing over 20,000 people
- Location of choice for several multinational brands such as; Amazon, Asos, Bourne Leisure, Britvic, Gyron, Next, Atlas Copco and Sopra Steria
- Unemployment = 1.2% (January 2018)
- Varied skills base
- NVQ level 4 and above 44%
- Main sectors are ICT and professional services.

THE BOROUGH IS "OPEN FOR BUSINESS", WITH THE BUSINESS COMMUNITY, LANDOWNERS, COMMERCIAL AGENTS AND DEVELOPERS ALL WORKING IN PARTNERSHIP.





## HEMEL HEMPSTEAD BUSINESS AMBASSADORS

Hemel Hempstead Business Ambassadors are the economic champions of the borough, bringing together the knowledge, networks and influence of local businesses. This is attracting direct investment in the local economy and cementing the reputation of the area as the prime choice for business. Attracting key people to work and live in the area, creating more new jobs, attracting top talent and persuading investors and developers to see us as the perfect place to invest, Business Ambassadors influence the shaping of Hemel Hempstead in order to create a more successful economy for everyone.

More information on the scheme can be found at www.HHBA.work

## TOWN CENTRE REGENERATION

Investment of over £30 million has transformed Hemel Hempstead's Town Centre into an exciting destination offering something for everyone, including a vibrant night time economy. These changes are aimed at attracting more visitors, businesses and private sector investment to Hemel Hempstead.

Regeneration works included The Forum shared services hub, Marlowes shopping area transformation, relocating the bus station to a more central part of town and restoration of the Jellicoe Water Gardens. 2016 saw the acquisition of the Marlowes Shopping Centre, Edmunds Parade and Fareham House by Capital & Regional, with ambitious plans to transfer the leisure and retail offering of the town centre.

Investment into the Jarman Square has resulted in an exciting, new leisure destination, including a gym and ice rink. The cinema complex has undergone a £7 million refurbishment, with 17 screens, including a 281 seat IMAX auditorium. The site also boasts new restaurant units, and the famous XC Centre, the extreme sports facility featuring an impressive skate park, 14m high climbing wall, and one of the world's largest organic indoor caving systems.





## **VISITORS AND TOURISM**

Dacorum is located in West Hertfordshire to the north of London and includes picturesque villages and rural locations as well as its three main towns.

With its mix of well-known attractions and hidden treasures, Dacorum is a great place to discover – whether you want to explore and escape or relax and unwind, you will find all you need for a perfect stay. There is a wide range of cultural activities and museums, including a branch of the Natural History Museum at Tring. There is are activities for everyone at XC and Snow Centre and the area is a nature lover's paradise being on the edge of the Chiltermns, with Boxmoor and the Ashridge estate.

For more information on the many wonderful things you can do in Dacorum please visit **www.enjoydacorum.com** 



## BUSINESS AND INDUSTRIAL PARKS

#### Maylands Business Park – Hemel Hempstead

Maylands is one of the largest business parks in the East of England. It is currently home to over 700 businesses that employ 20,000 people. It has unparalleled access to the country's motorway network being less than 2 miles from Junction 8 of the M1 and under 10 minutes from the M25. The site contains a range of premises and uses to suit all business needs.

#### Northbridge Road – Berkhamsted

Surrounded by the Chilterns Area of Outstanding Natural Beauty, Northbridge Road is the main employment site within Berkhamsted and is where over 100 diverse businesses currently choose to locate. All major sectors are represented on site and there are development and investment opportunities available. With easy access to the town centre, and 30 minutes by train to London Euston, Northbridge Road is a great location to expand into or relocate to.

#### Icknield Way – Tring

Located on the outskirts of the picturesque town of Tring and the Chilterns Area of Outstanding Natural Beauty Icknield Way industrial estate is the area's main employment site and is currently home to over 40 businesses ranging from small local traders to large multinational businesses. The A41 is close by and it is 16 minutes from the M25.

#### **BUSINESS GROUPS**

Herts Chamber of Commerce and Industry www.hertschamber.com

Tring Together www.tringtogether.org.uk/business mart.php

Berkhamsted Chamber of Commerce - www.berkhamsted-chamber.co.uk

Maylands Partnership - www.maylands.org/partnership



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## **FREE LISTINGS** FOR LOCAL BUSINESSES

Search for suppliers and services in your local area.



Local business can add their details to the online directory for free just go to **www.itslocalswherts.co.uk** 





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\*based on Rightmove statistics on lettings stock from 01/11/2017 - 21/11/2017





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## WATFORD

Watford is a vibrant and diverse borough situated in the south-west of Hertfordshire. As a major regional centre located within the M25, it is Hertfordshire's most significant town and plays a vital role in its economic prosperity as a successful commercial hub and as a desirable place in which to live, work, study and enjoy leisure time.

The borough has a strong local, regional and national profile, although it covers an area of just 8.3 square miles – so it packs a lot of activity within a relatively small borough boundary. Whilst it does not have a common boundary with London, in terms of its regional profile and its young and diverse population, the borough has much in common with the energy and dynamism of the capital. However, one of Watford's strengths is that it retains its own strong identity, with a long and varied history as a market town and home to a much-loved premier league football team.



## A WELL – CONNECTED BOROUGH

The borough has excellent transport links with mainline rail connections to London Euston (just 20 minutes away), the Midlands and the North; Metropolitan Line and London Overground connections to central London, its northwest suburbs and the rural Chilterns; community rail connections to St Albans; coach services to Heathrow airport; bus services to Luton airport and convenient road connections via the M1, M25 and A41.

## A REGIONAL CENTRE

Watford is the centre of a sub-region serving a catchment of around 500,000 people living within a 20 minute and 5 million within a 40 minute travelling time. The borough's own population currently stands at 96,600 (mid-year 2016 estimate). The town centre attracts visitors to enjoy its broad retail offer and vibrant night time economy, and recent initiatives such as the public realm enhancements, New Watford Market and comprehensive events programme have enabled the High Street to maintain its standing as a retail and leisure destination during a challenging period for town centres across the UK. The £180 million redevelopment of the former Charter Place shopping centre by intu, due for completion in 2018, also demonstrates the town centre's continued attractiveness as one of the premier retailing destinations nationally.

## WATFORD'S ATTRACTIVENESS AS A PLACE FOR BUSINESS.

Watford has always been a strong location for business and industry and the town remains a successful commercial hub, home to many business HQs as well as a wide range of smaller and mid-size companies, operating across a variety of industrial sectors. It currently has over 5,000 businesses employing over 90,000 people and continues to punch significantly above its weight in economic terms.

A number of measures were introduced in the Economic Development Strategy (2015) to ensure the sustainability and future success of Watford's economy, and continue to improve the economic wellbeing of residents. This includes a major focus on regenerating Watford's transport infrastructure, creating better, more modern, fit for purpose business space, as well as delivering much needed housing.



## BILLION POUND PLUS INVESTMENT

Significant progress has been made toward achieving regeneration objectives over recent years. These include:

- Delivery of Watford Riverwell, which will bring around 1,000 new homes, fresh industrial and commercial spaces as well as new neighbourhood areas this started in 2015 and the first new homes will be ready in 2019;
- Redevelopment of Charter Place and expansion of the intu centre Watford, due to complete in time for Christmas 2018;
- Phased redevelopment of Watford Business Park, now underway, which will bring over 1,300 new jobs to the town;
- Redevelopment of the Watford Junction area, bringing 2,700 new homes, 74,000sqm new commercial space, two new schools, and new station facilities.

Watford's major infrastructure and regeneration schemes represent a collective private and public sector investment of more than £1.5 billion over the coming decade; ensuring the delivery of the infrastructure, places and spaces needed to support Watford's long term sustainable economic growth.



A MINIMUM OF 7,000 ADDITIONAL JOBS ARE ENVISAGED BUT BASED ON REVISED AND MORE POSITIVE ECONOMIC PROJECTIONS, WE NOW BELIEVE THERE IS POTENTIAL TO DELIVER OVER 11,300 ADDITIONAL JOBS IN WATFORD TO 2031.





WATFORD BENEFITS FROM EXTREMELY STRONG AND EFFECTIVE BUSINESS PARTNERSHIPS AND NETWORKS. THE LOCAL BOROUGH COUNCIL IS ACTIVE IN THESE PARTNERSHIPS AND SEES THE TOWN'S ECONOMIC PROSPERITY AS ONE OF ITS KEY PRIORITIES

## BUILDING STRONG BUSINESS PARTNERSHIPS

Watford benefits from extremely strong and effective business partnerships and networks. The local borough council is active in these partnerships and sees the town's economic prosperity as one of its key priorities. Watford has a flourishing Chamber of Commerce and a range of industry-led sector networks. Since 2016 it has had a town centre Business Improvement District, which works with businesses and organisations to build and maintain the town centre's reputation and success.

www.watfordchamber.co.uk @WatfordChamber

## WATFORD BID

## Watford BID has a vision that the town centre is:

- The region's premier centre for retail, leisure and business
- A place where everyone enjoys spending time
- Well maintained with a variety of offerings
- A place where businesses are thriving

#### They will achieve this by:

- Raising awareness of the town's wider offer
- Improving perceptions of the town
- Encouraging greater footfall and retention of existing users during the redevelopment of Charter Place
- Making the overall visitor experience even better
- Promoting and supporting business

#### www.watfordbid.co.uk @WatfordBID



## WATFORD'S ECONOMIC DEVELOPMENT STRATEGY

The council's Economic Development Strategy 2015-2020 focuses on the following priorities:

- The sustainable growth of Watford and its economy – delivering upon the opportunities to bring forward new commercial spaces through the town's major development projects, alongside the infrastructure to support sustainable growth;
- Transport and connectivity reinforcing the town's role as a regional transport hub for London and South West Hertfordshire, and supporting sustainable travel;
- Inward investment and business retention – making sure Watford is seen as a destination for businesses and is an environment in which businesses can thrive, in order to retain and attract great employers;
- Innovation and enterprise supporting Watford's entrepreneurial and innovative local economy, and improving productivity and competitiveness of our local employers;
- Employability and skills working with local employers to deliver the right labour pool to support private sector job growth and ensuring local residents have the appropriate skills to access the jobs which are created.

For more information, visit **watford.gov.uk**.

## KEEP IN TOUCH

For all the latest information on what is going on in Watford and the Watford business community, please follow us on Twitter and Facebook, sign up to our LinkedIn page or visit our website:

watford.gov.uk @WatfordCouncil facebook.com/watfordcouncil linkedin.com/company/ watfordborough-council

# WATFORD RIVERWELL

- > Kier Property is delivering a new £450m mixed-use quarter in Joint Venture with Watford Borough Council.
- > Circa 1,000 residential units.
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- > Up to 40,000 sq ft of retail space.
- > Other uses including a hotel, new school, new multi-storey car park and community facilities.

www.kier.co.uk @Kierproperty

A partnership between Watford Borough Council and Kier Property working closely with West Hertfordshire Hospital NHS Trust.

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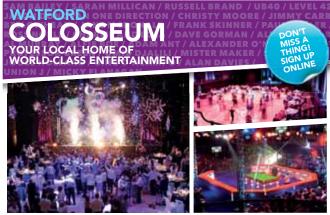
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## SOUTH WEST HERTFORDSHIRE



#### Council Offices

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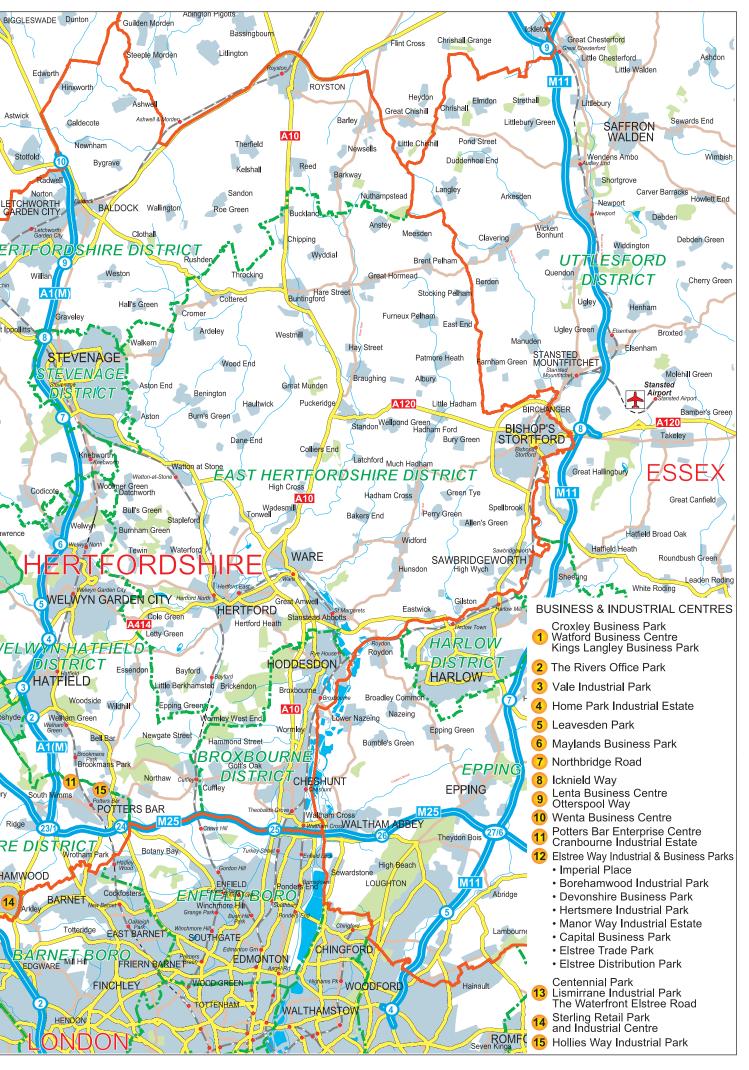
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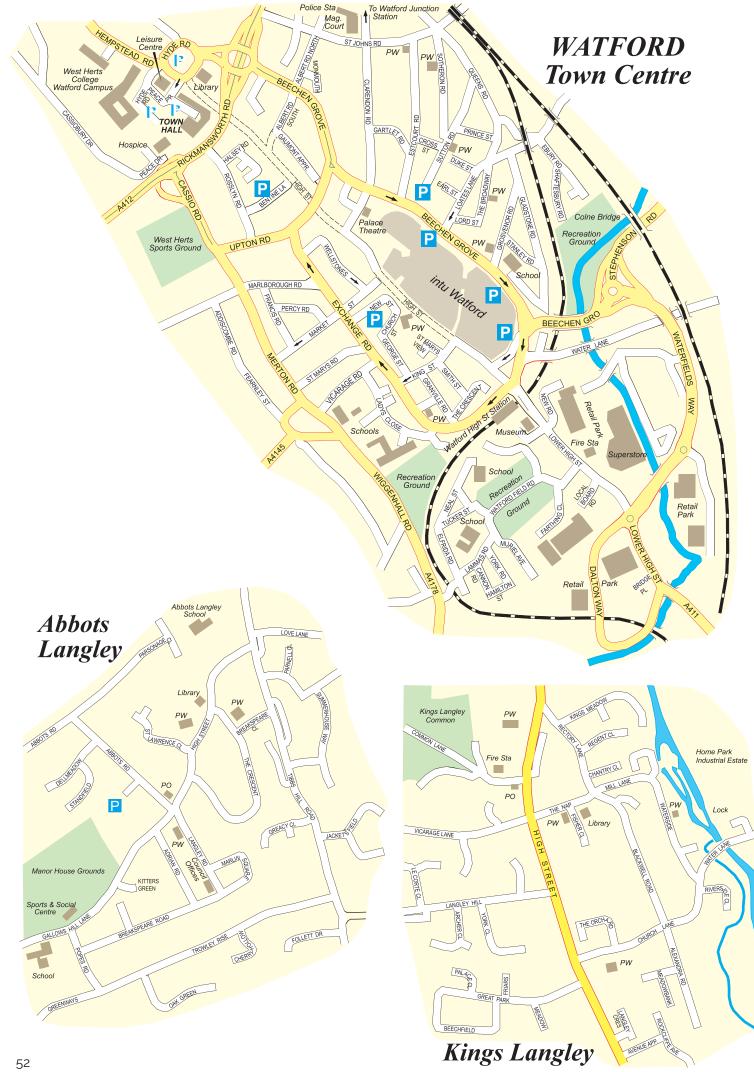
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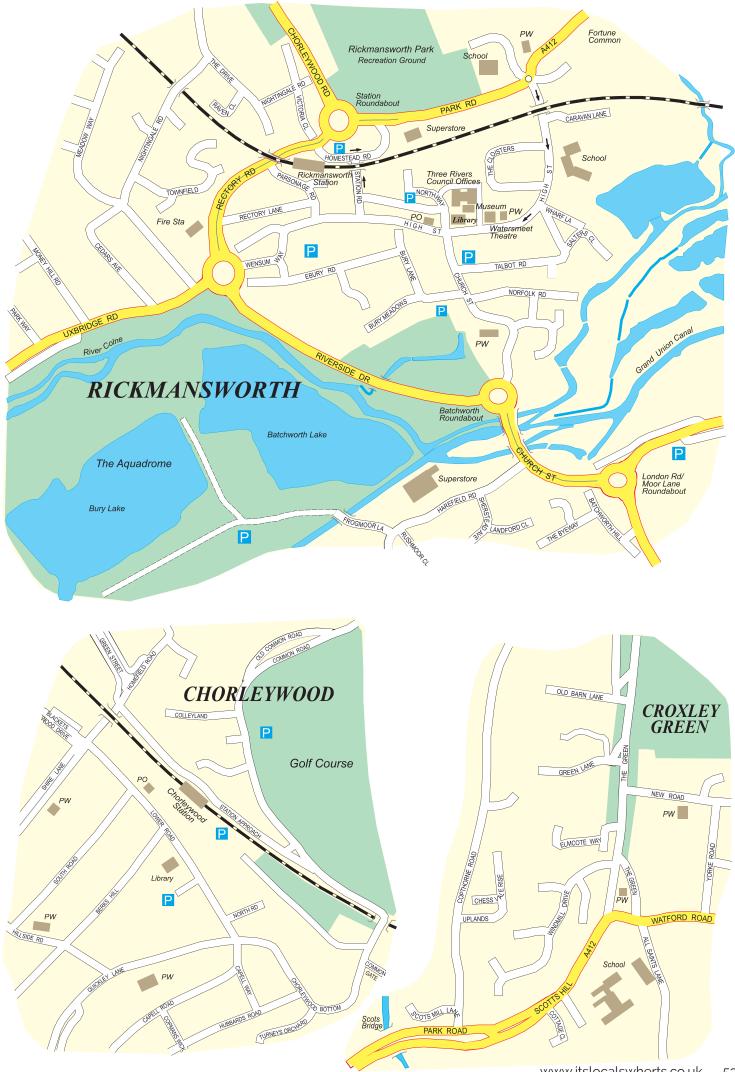
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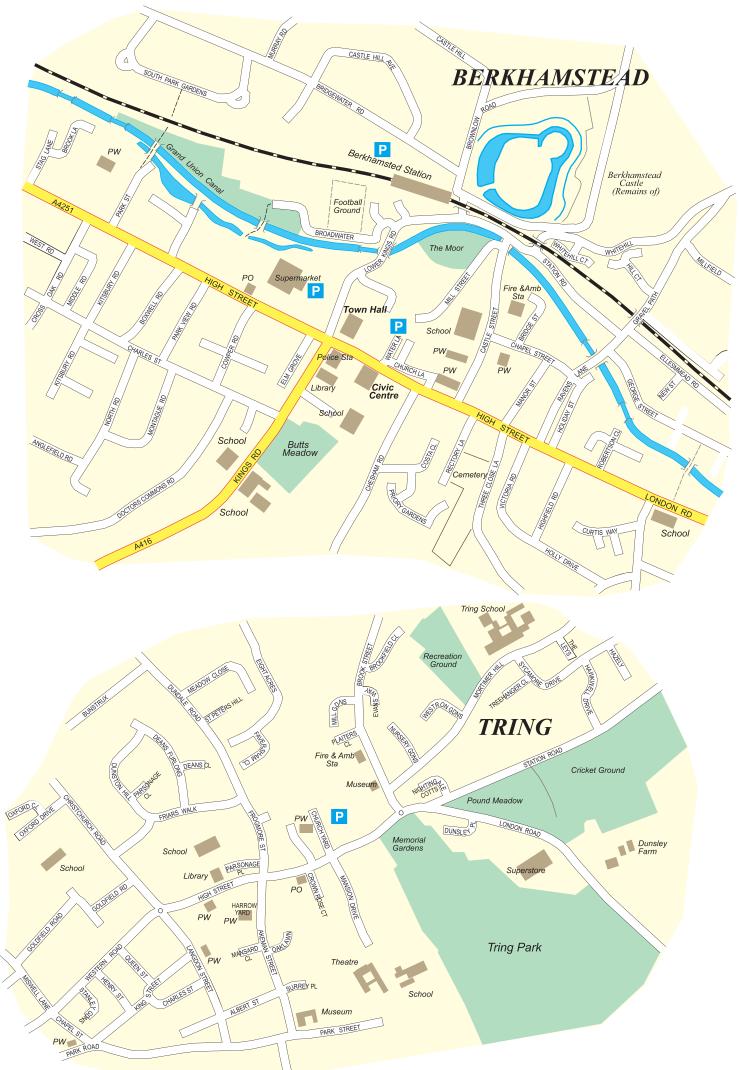
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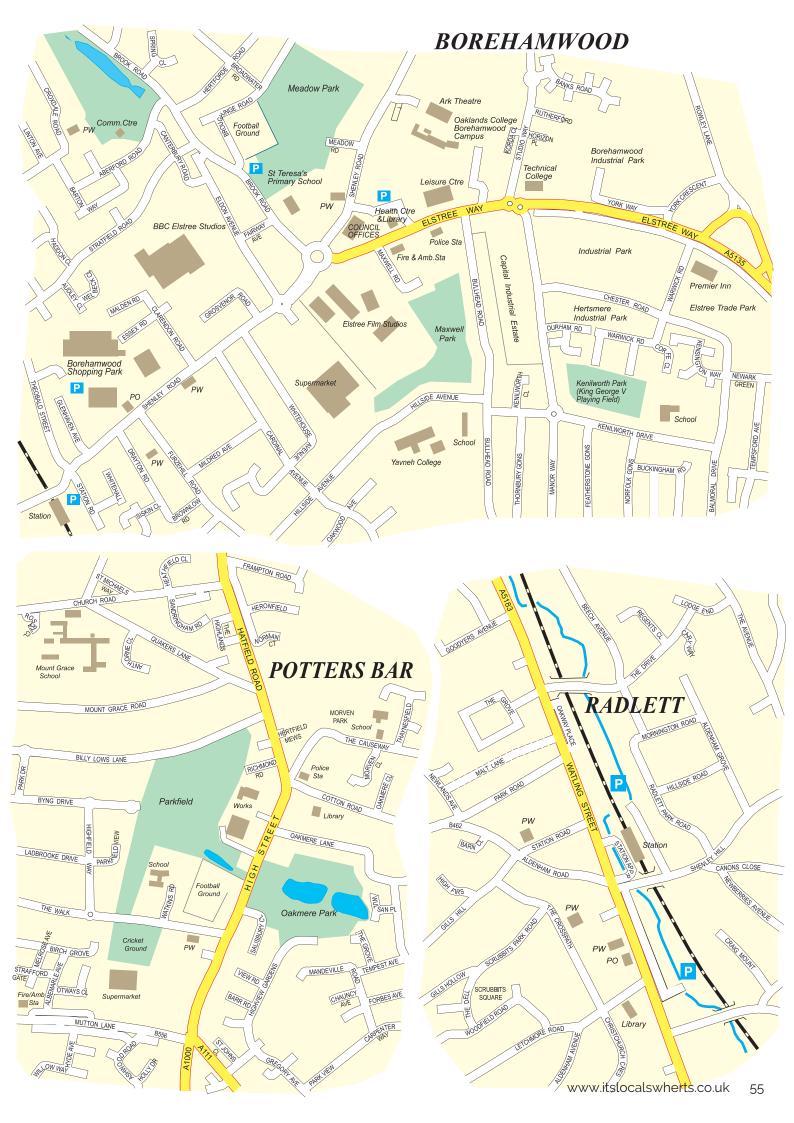


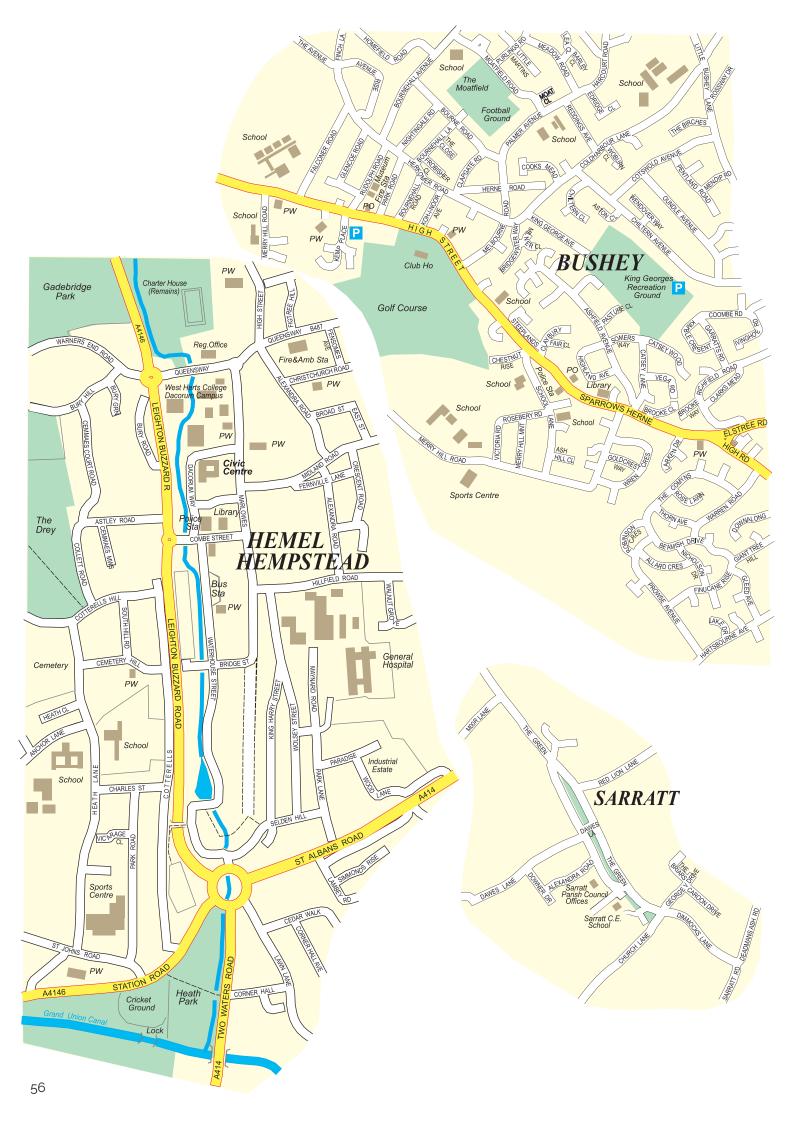












## IT'S LOCAL SOUTH WEST HERTFORDSHIRE ONLINE BUSINESS DIRECTORY

Three Rivers District Council, Watford Borough Council and Hertsmere Borough Council are proud to be part of launching an exciting new service for businesses in South West Hertfordshire, connecting local businesses with local customers, free of charge and keeping trade inside the local economy.



'It's Local' is an online business directory, built for today's mobile generation, that accompanies this South West Hertfordshire Business Guide.

At **itslocalswherts** you can find business services by keyword or company name. It is fully integrated with Google maps, directions and Streetview and includes direct links to businesses' websites and social media including Facebook, Twitter, LinkedIn, Google+ and Youtube.

The service can also be accessed from mobiles and tablets by sending a text message **4Swherts** to **88802**. The service is dynamic, sending device-appropriate pages to mobiles, tablets, laptops, desktops and Smart TVs.

'It's Local' is a business directory for businesses and people who live, work and visit the South West Hertfordshire area. There's no download or install to worry about, just send a text with "4Swherts" to 88802 and we will text you back a link to the 'It's Local' service. Alternatively, scan the QR CODE above.

Market your business for FREE!

- Search for local companies
- Shop Local and support the South West Hertfordshire economy!

Register your business at www.itslocalswherts.co.uk and click on the Add Company link. It's FREE!

Notes:

- 1. 'its local South West Herts' is compatible with most web browsers, including Google Chrome, Firefox and Microsoft Internet Explorer (version 9 and above).
- 2. When accessing the service via mobile or tablet, there is no charge for the text message beyond your telecom provider's rate.

## Warner Bros. Studios Leavesden Leavesden Park





## AVAILABLE NOW OFFICE ACCOMMODATION

Office accommodation is currently available for short or long term lease at Leavesden Park adjacent to the Warner Bros. Studios Leavesden. Suites available in various sizes ranging from 300 -3,000sqft. Light, open-plan bull pen areas with attached individual offices and meeting rooms in a modern air conditioned building. Fully serviced, 24 hour security, private on site parking, on site café and access to the Warner Bros. Studios Canteen/Café.

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> For more information, please contact our bookings team on: +44 (0) 203 427 7770 sales@wbsl.com

