



Dear Candidate,

Thank you for your interest in this position. This is an exceptional opportunity to join us to lead, drive forward and make your impression on our exciting Hemel Garden Communities programme.

In March 2019, Hemel Hempstead was awarded Garden Town status by MHCLG, to both deliver a successful and innovative series of garden communities to the north and east of the town and to bring forward transformative proposals for the wider urban area based on garden city principles. In all, the development extends to some 11,000 high quality new homes based on sustainable mixed use neighbourhoods and incorporates the biggest commercial development opportunity of our already highly successful Enterprise Zone, the Hertfordshire Innovation Quarter, which has been operational since 2017.

Spanning the administrative areas of Dacorum Borough Council and St Albans City and District Council, our partnership of the two Borough and District authorities, with Hertfordshire County Council, Hertfordshire LEP and Hertfordshire Innovation Quarter is already in place. We have already produced the Hemel Garden Communities Charter to set out the principles upon which the new developments will be based. Governance arrangements are up and running with key strategy work covering visioning, transport and infrastructure well under way.

The Hemel Garden Communities programme sits against the context of the ongoing regeneration and evolution of both St Albans and Hemel Hempstead with a focus on the City/Town Centre respectively. There are also ambitious plans through the Hertfordshire Growth Board (a partnership of HCC and the 10 Districts) to deliver the 'A414 Growth corridor' which would see the introduction of a rapid transport system linking St Albans and Hemel Hempstead at its Eastern end. This would run through Hemel Garden Communities and link up with the stations.

As a mark one New Town an ambitious regeneration programme for Hemel Hempstead town centre has been brought forward. This is based on £30m public sector investment comprising public realm improvements, a new accessible bus interchange at the heart of our main shopping area, a new community hub in the shape of The Forum, and our award winning restoration of the iconic Jellicoe Water Gardens. Based on our town centre masterplan, Dacorum has already levered in around £330m of private sector investment in the form of new housing and improvements to our retail areas. This will now extend to Two Waters, a largely commercial pre-new town area in the south of the town to accommodate a further 1,300 new homes and an exciting redevelopment of Hemel Hempstead station.

Both St Albans and Dacorum have very challenging targets for delivering new homes and Hemel Garden Communities will play a very big part in achieving this. The challenge is therefore large and demanding – but as leader of this programme, working with the local authorities, developers and landowners and the inclusive engagement of the community, you will be at the forefront of making this happen.



Leading a growing team of committed and enthusiastic professionals from the partner organisations, this will be your opportunity to bring and develop your leadership skills to make transformative change happen across Hemel Hempstead, from steering the project through its masterplanning stages to navigating meaningful public engagement and buy-in to the proposals. Negotiating at the highest level with developers and senior elected members, you will use your commercial acumen whilst delivering ground-breaking new communities in which people will want to live and work, addressing the big challenges of climate change, sustainable transport and securing the best outcomes for the public.

If this is the challenge you are looking for, further details are set out on the following pages. For an informal discussion, get in touch with Greg Hayes at greg.hayes@gatenbysanderson.com. We look forward to hearing from you.

Sally Marshall
Chief Executive, Dacorum Borough Council

Amanda Foley,
Chief Executive, St Albans City and District Council