

# Ambition Broxbourne

A space to breathe... a place to grow

## Broxbourne Borough Council

Economic development strategy and action plan 2021-2025

**May 2021**



**BOROUGH OF  
BROXBOURNE**

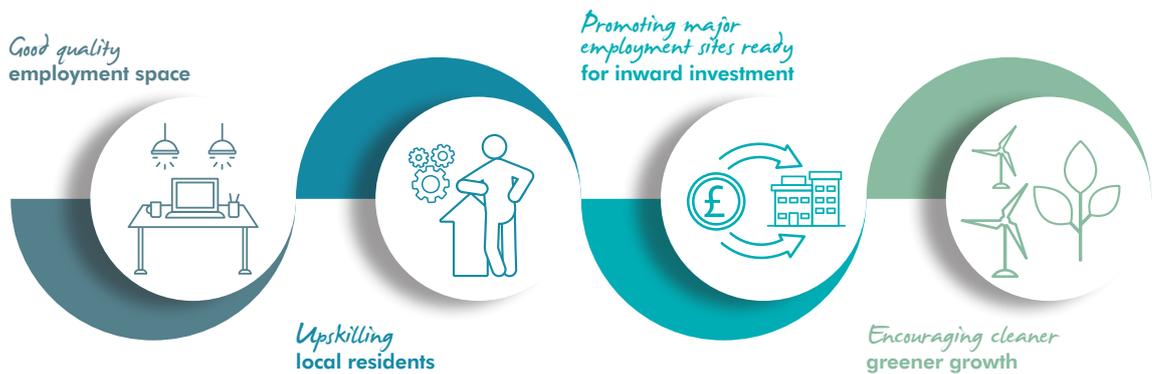
[www.broxbourne.gov.uk](http://www.broxbourne.gov.uk)

EM21502

# Contents

FOREWORD	Leader of the Council	3
LOCAL CHALLENGES AND OPPORTUNITIES		4-7
BROXBOURNE PRIORITIES FOR A THRIVING ECONOMY		8
ACTION PLAN		8-20

## BROXBOURNE'S ECONOMIC DEVELOPMENT *Strategy*



# FOREWORD



Our ambition is for Broxbourne to be a place of great opportunity. A thriving economy offering business growth and jobs is one of Broxbourne Borough Council's three corporate priorities, alongside maintaining an attractive environment and ensuring the Council is effective and responsive to its residents and businesses. These will be more important than ever following the COVID-19 pandemic and the UK leaving the EU. Broxbourne is in a strategic position on the edge of London and at the core of the UK Innovation Corridor.

An ambitious programme has been developed to secure the future prosperity of the Borough and this strategy sets out the ways in which the Council intends to deliver on its aspirations for its residents, businesses and future investors.

Whilst it is recognised that businesses and investors will deliver future economic growth and jobs, it is the responsibility of the local authority to ensure the right environment is created to allow this to happen.

Creating the right environment for growth involves many factors, including: listening to local businesses and develop an on-going dialogue to help lead, influence and coordinate opportunities where they are appropriate; providing help and support for existing businesses; ensuring there is enough land and premises to enable businesses to thrive, grow or relocate to Broxbourne; making it as easy as possible for new businesses and commercial ventures to develop; helping town centres regenerate through a period of rapid change; encouraging and supporting the development of people, skills, qualifications, and aspirations; developing transport and digital infrastructure; and creating lively and vibrant places which makes people want to stay and invest here, and which promote dynamism, opportunity and prosperity.

Through creating the right conditions for growth, we can help secure our ambition to have more employment opportunities and more skilled higher paid jobs locally, thereby increasing the wealth of our residents and decrease the need for travel.

Life sciences, construction and creative industries are all present in Broxbourne, and given their strategic importance to Hertfordshire, the Council will work with businesses in these growing sectors to ensure opportunities are delivered to Broxbourne residents.

This strategy is aimed at ensuring Broxbourne becomes an ever better place than it is already. A place where all residents benefit from the growth that will be delivered. A place that is 'open for business.' A place where young people in particular have plenty to do, have a bright future and want to stay or come back to after going on to higher education. A place which is a destination of choice for entrepreneurs and inward investors. A place which everyone is proud of and is fit for 21st century living.

A handwritten signature in black ink that reads "Lewis Cocking". The signature is fluid and cursive, with a long horizontal flourish at the end.

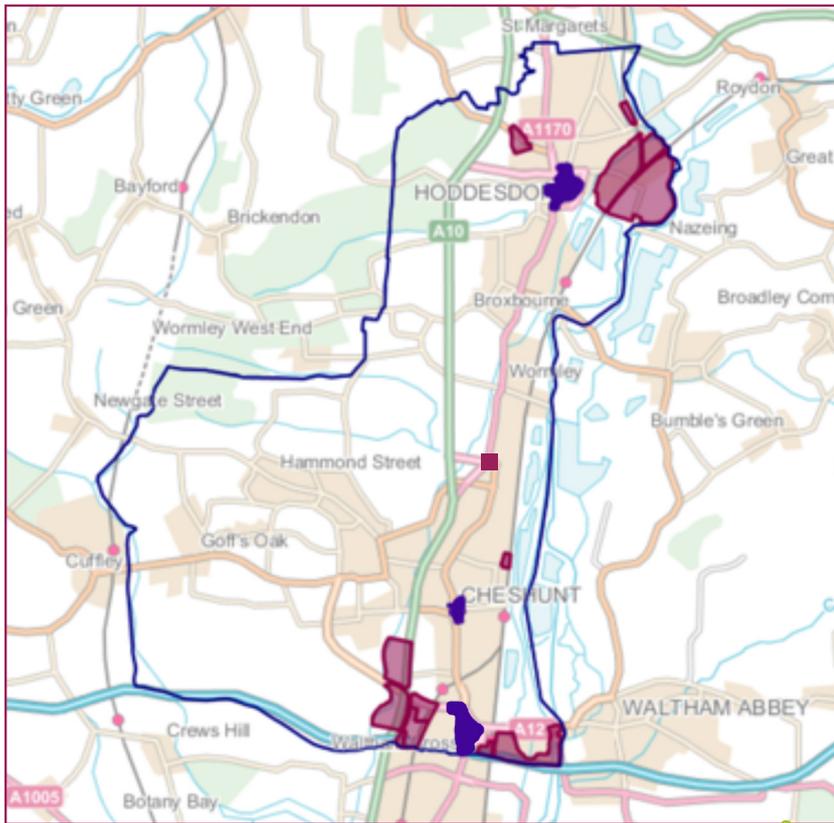
**Cllr Lewis Cocking**  
**Leader of Broxbourne Borough Council**



# LOCAL CHALLENGES AND OPPORTUNITIES

## Background

The Borough of Broxbourne is in the southeast corner of Hertfordshire, with London to the south and Essex to the east.



-  Hoddesdon and Waltham Cross Town Centres and Cheshunt Old Pond District Centre
-  Employment Land

Borough of Broxbourne 

Broxbourne has an estimated population of around **97,300** people as per the 2019 Office for National Statistics (ONS) population estimates. The population is predicted to increase to **115,000** people by 2033.

The percentage of residents living in Broxbourne that are of the working age (16-64) is **61.7%** as of 2019. Overall within Hertfordshire, **62.2%** of residents are aged 16-64.

The ONS Annual Population Survey (2019) found that **79.5%** of residents in Broxbourne are economically active, compared with **82.0%** in Hertfordshire overall.

The survey also found that of the **20.3%** of residents that are economically inactive in Broxbourne, **74.9%** of these either do not want or do not need a job.

The neighbouring district of Enfield has a low percentage of economically active residents (**71.3%**) and East Hertfordshire has (**77.1%**).



# THE BROXBOURNE LOCAL PLAN

The Council aspires to achieve a thriving economy that offers business growth and jobs. Securing the infrastructure and competitive business offer that will attract skilled employment into the Borough is key. Creating wealth through new and growing local businesses, supporting local residents, particularly young people, to raise their aspirations and develop skills that will equip them for an exciting future.

In order to facilitate this, the Broxbourne Local Plan, contains strategies for positive growth and development. It provides for around **7,700** homes by 2033 and proposes between **5,000** and **6,000** net additional jobs by 2033, with the possibility of significantly more in the long-term.

The Broxbourne Local Plan was adopted in June 2020 and it identifies five key projects amounting to approximately £1 billion of investment that will have a huge impact on regeneration and positive impact on the local economy. These are set out in objective two in the action plan below:

- **Brookfield Riverside and Garden Village**
- **Park Plaza West**
- **New River Railway Station**
- **Maxwell's Business Park**
- **Waltham Cross Town Centre Regeneration**

## THE CHALLENGES

There are several challenges that need to be addressed to help deliver prosperity:

- **Jobs and Employment**

According to the ONS figures posted in 2019, there are **40,000** jobs in Broxbourne with a density of **0.67**, lower than the total Hertfordshire figure of **1.00**.

This means that there are only jobs in Broxbourne for **67%** of residents aged 16 – 64. Employee jobs make up **35,000** of the total jobs in Broxbourne, with **68.6%** being full-time positions.

*The aspiration is to increase the number of jobs in Broxbourne to ensure a job is available for all working age residents.*



## Broxbourne Employee Earnings (Resident and Workplace Based)

According to the ONS Annual Survey of Hours and Earnings (2019), Broxbourne is the district with the second lowest workplace earnings within the county of Hertfordshire (£30,497). (full-time workers)

Workplace earnings in Broxbourne have risen significantly since 2010, with a 25% increase in wages for employees based in Broxbourne compared with the county-wide average workplace wage increase of 17%.

Resident based earnings in Broxbourne have risen by 16% since 2010 to a median annual salary of £33,249. On average the resident-based earnings for full-time workers across Hertfordshire has risen by 14% to £35,447.

*The intention is to work with companies locally to enable growth, particularly in sectors that provide high paid employment to continue this positive trend.*

## Claimant Counts (Pre COVID-19)

As of March 2020, the percentage of working age residents in Broxbourne that claimed out of work benefit was 2.4%, which is less than the national average of 3.1% but higher than the figure for Hertfordshire, which is 1.9%.

Neighbouring local authorities Enfield and Harlow have a high number of claimants in comparison to Broxbourne and other surrounding areas (pre COVID-19), with 3.6% of residents claiming out of work benefits in Enfield and 3.9% in Harlow.

## Claimant Counts (COVID-19 Impact)

The impact of COVID-19 on working age residents can be seen clearly in Broxbourne and the surrounding areas. Within Broxbourne, the percentage of working age residents claiming out of work benefits has risen from 2.4% in March 2020 to 6.7% in September 2020.

*The aspiration is to reduce the claimant count by assisting the Department for Work and Pensions (DWP) and skills agencies to upskill local people to be ready for gainful employment.*



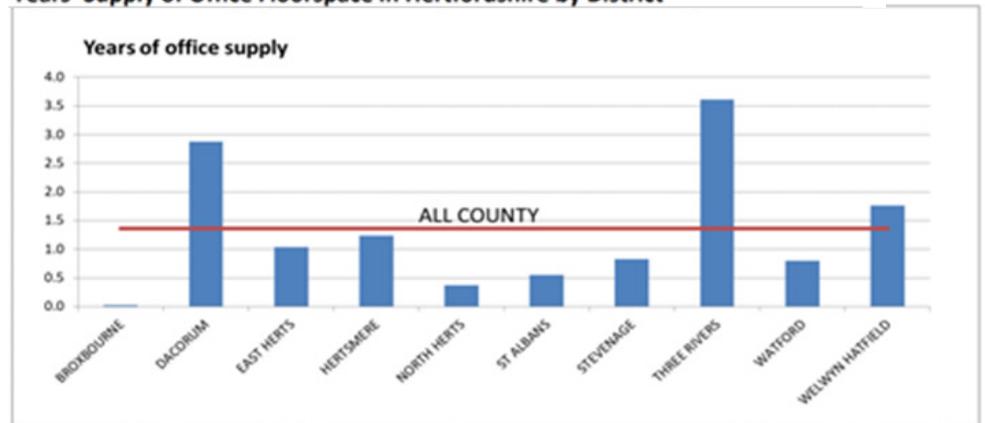


## Loss of Employment Space

A Lambert Smith Hampton Study, Loss of Employment Space 2019, using data from 2017/18 states the demand for office space is strong but is constrained by a lack of available supply. The position would have changed following the pandemic but there is still a demand for office space. The study identified viable development opportunities in Broxbourne, which had the lowest levels of office floor space in Hertfordshire. Lack of space is considered a constraint to growth and limits productivity and performance.

Broxbourne has suffered one of the largest proportional losses of office stock, with **27%** lost during the period 2008-2019. This figure has the potential to increase to **31%** when ongoing permitted development rules (PDR) are considered.

**Years' Supply of Office Floorspace in Hertfordshire by District**



Source: LSH and CoStar

*The aspiration is to ensure the delivery of employment space coming forward identified in the Local Plan is future proof. This should ensure high tech premises that are fit for purpose post COVID-19.*

- **Inward Investment**

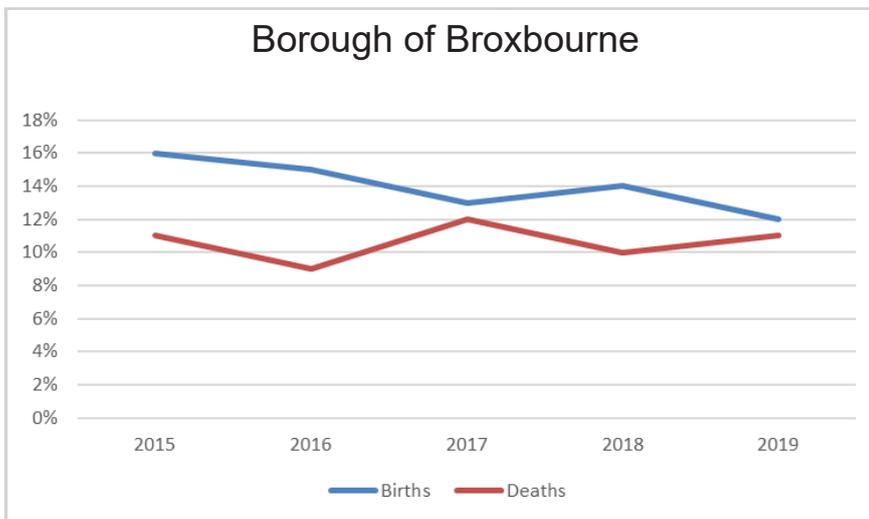
Lack of investment in the development of opportunity sites is affecting Broxbourne and Hertfordshire's ability to service inward investment enquiries. The Local Enterprise Partnership (LEP) draft Inward Investment Strategy notes the shortage of available space within the county.

The chart below shows inward investments recognised by Department of International Trade (DIT) in the six years to 2019/20 in Hertfordshire. These numbers show that inward investment in these years was particularly low in Broxbourne compared to the rest of Hertfordshire.

Involved Successes - London not included							
LEP area	2014/15	2015/16	2016/17	2017/18	2018/19	2019/20	TOTAL
Hertfordshire	27	21	25	19	17	18	127
Broxbourne				1	1	1	3

Raw statistics are from DIT Data Hub. (Note this information only captures inward investment from overseas that DIT assist with/are aware of.)

The table below shows the business birth and death rates from 2015 to 2019 in Broxbourne.



Source: Office for National Statistics (This only includes VAT registered companies)

The percentage of deaths is fairly similar over the years, however the percentage of births is steadily declining highlighting the need to encourage business start-ups, and support businesses to succeed.

Broxbourne has one of the smallest business populations in Hertfordshire, with increased opportunities identified within the Local Plan, there is an opportunity to change this picture.

*The aspiration is to increase the number of businesses in Broxbourne and increase the inward investment from both existing and new businesses.*



- **Skills Levels**

Broxbourne has the poorest educated workforce in Hertfordshire. **14.6%** of residents aged 16-64 have no formal qualifications, compared with **6.5%** of residents across the county, **3.7%** of working age residents in East Hertfordshire, **4.7%** in Enfield, **9.2%** in Epping Forest and **5.5%** in Welwyn Hatfield. Harlow has **13.2%** of the workforce with no formal qualifications.

Only **30.4%** of working aged residents in Broxbourne have obtained qualifications that are NVQ level 4 or above, significantly lower than neighbouring districts.

It is recognised that whilst academic qualifications are important, vocational and technical trades also lead to good employment opportunities.

*The aspiration is to raise vocational, technical and academic skill levels in Broxbourne.*

- **Infrastructure both transport and digital**

A growth in vehicular transport is a significant challenge for the Borough in accommodating growth sustainably. Residents rely heavily on cars - although north-south public transport links are reasonably good, travelling east-west is difficult without a car. With the M25 motorway forming the southern boundary of the Borough, and the A10 running through the middle, there is a significant volume of through traffic as well as local traffic. The four key areas for development are in the southern end of the Borough where the traffic gets most congested. A sustainable travel strategy is part of the Local Plan.

*The first aspiration is linked to transport, to increase the number of people cycling, walking and using public transport to get to work. This aspiration links to the sustainability strategy.*

*The second aspiration is to ensure the Borough is the most digitally connected place of its type along with four other districts that make up the Digital Innovation Zone (DIZ).*

# A THRIVING ECONOMY

Economic development is key to a thriving economy, offering business growth and jobs to Broxbourne. This strategy sets ten key objectives that will help to provide good quality employment space, upskilling local residents, promoting the major employment sites ready for inward investment and encouraging cleaner greener growth.

The objectives are to:

- 1. Support the businesses already located in Broxbourne.**
- 2. Ensure the infrastructure, including digital infrastructure, is in place to support the economy.**
- 3. Enable sustainable growth in local employment for residents by encouraging the creation of high-skilled, high-value jobs on identified sites.**
- 4. Ensure identified development sites offer opportunities for positive business growth with high-tech premises that are fit for purpose post COVID-19.**
- 5. Increase inward investment.**
- 6. Raise aspirations and skills levels of residents by working with local business and education partners to provide a skilled workforce and reduce the benefit claimant count.**
- 7. Foster the development of town centres as vibrant locations for business and leisure, including Brookfield Riverside and the existing towns.**
- 8. Increase the availability of high speed broadband in the Borough**
- 9. Support the visitor and hospitality sector to develop survival and growth strategies following the impact of COVID-19.**
- 10. Encourage businesses to become more sustainable to develop their resilience to climate risks and encouraging workers to walk and cycle to work.**

**Objective 1:**

Support the businesses already located in the Borough. Consult with businesses in the Borough to understand their needs, provide networking opportunities, signpost to help and support, liaise with the education establishment to ensure future generations are equipped with the skills local employer's need. Through partnership work with the Hertfordshire Chamber of Commerce, Federation of Small Businesses, Wenta, Hertfordshire Local Enterprise Partnership, Hertford Regional College and representatives of both education and businesses in the Broxbourne community.

The Ambition Broxbourne Board is a business forum that meets four times a year to share best practise, discuss developments within the Borough and develop and progress opportunities locally. The Broxbourne Strategic Partnership for skills meet quarterly to discuss ways to assist the development of skills in Broxbourne.

Task	Responsibility	Target	Resourcing
<b>1.1</b> Consult with local business through business surveys to inform the work of the Council	Economic Development Manager	Annual Survey undertaken to inform strategy and work plans	Existing
<b>1.2</b> Deliver the Hertfordshire Local Enterprise Partnership (LEP) outputs associated with the Ambition Broxbourne Business Centre (ABBC)	Economic Development Manager	Targets delivered Businesses assisted: 300 over five years at ABBC	Existing
<b>1.3</b> A series of training courses delivered to SMEs across the Borough annually that assist local business and help address survival rates for SMEs	Economic Development Officer	Target: deliver 24 courses/sessions per year either virtual or in person that offer training that upskill Broxbourne SMEs  Work with the Federation of Small Business to guide and assist with identified priorities around business engagement, support and procurement opportunities.  The Council will work with Hertfordshire Chamber of Commerce to support small and medium sized enterprises as further changes are applied to the competition rules for import and exports in 2021.	ABBC 39% to be reinvested into Broxbourne ED
<b>1.4</b> Innovation vouchers for local SMEs	Economic Development Officer	Target: 10 vouchers per year that link Broxbourne businesses to specialists that can help them develop projects which increase output	ABBC1 39% to put back into Broxbourne ED
<b>1.5</b> Produce a series of informative e-newsletters that assist local business to grow and adapt following COVID-19, EU transition and into the 21st century.  Ensure the Council provides quality 'of the moment' information for local businesses with communication around regulation that is easy, transparent and helpful	Economic Development Manager	12 or more newsletters published a year	Existing

<b>1.6</b> Produce a paper copy newsletter for publication with the annual business rates bills	Economic Development Manager	Paper newsletter sent each year to all Broxbourne businesses that receive a rates bill in February/March to ensure they have up to date information, guidance or assistance that may be available.	Existing
<b>1.7</b> Increase the e-contacts for business	Economic Development Manager	Increase the 2,200 business e-contacts by 400 per year from December 2020.	Existing
<b>1.8</b> Hold Ambition Broxbourne Board Meetings to inform on a wide range of topics affecting businesses and to help the Council to keep in touch with the changing face of Broxbourne businesses	Economic Development Manager	At least three meetings to be held annually, both virtually and/or in person	Existing
<b>1.9</b> Signpost all financial support available to businesses in the Borough of Broxbourne to ensure all businesses are aware of the available opportunities. Monitor through Wenta and Herts Growth Hub	Economic Development Manager and Officer	Evidence of communication in newsletters, on social media and at events.  Increase the number of Broxbourne businesses accessing support from Wenta and Herts Growth Hub by 10%.	Existing
<b>1.10</b> Lead on the delivery of the Annual Business Conference for SMEs	Economic Development Officer	Annual event to be held	Existing
<b>1.11</b> Scope the potential for a Business Improvement District (BID) for Hoddesdon Business Park	Economic Development Manager	Scope the potential by Dec 2023	Existing
<b>1.12</b> Encourage Broxbourne businesses to enter the Queen's Awards for Enterprise and promote free support through the Entrepreneur Foundation and the Hertfordshire Chamber of Commerce.	Economic Development Manager	Encourage participation by business through various communication channels.	Existing

## Objective 2:

Ensuring the infrastructure, including digital infrastructure, is in place for development to support the economy.

The Council controls the land in four of the six proposed substantive projects below and is able to kick-start the regeneration and development programmes envisaged with advanced work already in place across all these projects to accelerate development, regeneration and economic growth post COVID-19.

Task	Responsibility	Target	Resourcing
<p><b>2.1</b> Brookfield and surrounding infrastructure - forward funding infrastructure to support the Brookfield development including the new town centre; 1,250 new homes in Brookfield Garden Village, relocation of the Council's depot, the county council's Household Waste Recycling Centre and the travellers' site.</p>	Chief Executive and Head of Property	<p>Resolve the highways modelling by June 2021</p> <p>Submit planning applications in the third quarter of 2021</p> <p>Agree delivery strategy for Brookfield Garden Village</p> <p>Complete a business case for moving forward by December 2021</p>	Existing Budgets additional resources will be required as this project progresses
<p><b>2.2</b> Park Plaza West – forward funding infrastructure to unlock Park Plaza West, a new 90-acre flagship business park development close to junction 25 of the M25</p>	Head of Planning and Development	<p>Work completed at Junction 25 of M25</p> <p>Negotiating with CEG to bring forward a viable planning application</p>	Commercial Estates Group (CEG)
<p><b>2.3</b> Improvements to Junction 25 of the M25: Significant investment from Highways England to upgrade the junction</p>	Planning Policy Manager	Work completed at Junction 25 of M25	Highways England
<p><b>2.4</b> New Park Lane Railway Station - a new rail station located off Park Lane in Waltham Cross supporting c. 10,000 new jobs at sites within easy walking distance of the station and connecting business areas with the town centre and housing</p>	Head of Community Infrastructure and Regeneration	Seek key stakeholder views on initial strategic outline business case to help scope and take forward the scheme to the next stage by spring 2021	<p>Existing budgets for strategic business case and designs</p> <p>External funding needed for construction phases</p>
<p><b>2.5</b> Development of a new 150,000 sq.ft Business Park hi-tech start-up Centre at – Maxwells Farm - including a new 25,000 sq. ft. Business and Technology Centre (BTC) to encourage new start-ups in high-tech industries</p>	Head of Property and Economic Development Manager	<p>BTC completed by January 2023</p> <p>For BTC only</p> <p>Planning Application – March 2021</p> <p>Procurement May 2021</p> <p>Start on site August 2021</p> <p>Completion January 2023</p>	BTC only - Existing identified budgets, S106 funding and loan and grant from Hertfordshire LEP

<p><b>2.6</b> Waltham Cross Town Centre Regeneration - public realm works at the northern end of the High Street</p>	<p>Head of Community Infrastructure and Regeneration</p>	<p>Preliminary design complete end of March 2021</p> <p>Public consultation Summer 2021</p> <p>Final designs for construction Jan 2022</p>	<p>Existing resources are available for the designs</p> <p>External funding will be needed for the construction phase</p>
--	--	--	---

**Objective 3:**

Enable sustainable growth in local employment for residents by encouraging the creation of high-skilled, high-value jobs on identified sites

Task	Responsibility	Target	Resourcing
<p><b>3.1</b> Ensure the BTC based at Maxwells is built to high specification, both technical, with full fibre to the premises and BREEAM very good</p>	<p>Head of Property and Economic Development Manager</p>	<p>Full Fibre to the premises.</p> <p>Minimum Gold Wired certification and BREEAM very good certification</p>	<p>LEP grant and loan and funds already set aside for the project from existing budgets</p>
<p><b>3.2</b> Assist CEG to promote the Park Plaza site</p>	<p>Economic Development Manager, Communications Manager</p>	<p>Promoting the opportunities identified in the Local Plan to pave the way to increasing job density by 5,000 jobs by 2033</p>	<p>Existing</p>
<p><b>3.3</b> Work with Sovereign Peveril Brookfield Ltd and Hertfordshire County Council (HCC) to create the right mix of retail and leisure in Brookfield Riverside to create a real sense of place</p>	<p>Head of Property</p>	<p>Resolve the highways modelling by June 2021</p> <p>Submit planning applications in the third quarter of 2021/22</p> <p>Complete a business case for moving forward by December 2021</p>	<p>Existing</p> <p>External resource to help fund the infrastructure works</p>
<p><b>3.4</b> Work with Pharmaron to realise the 40,000 sq. ft. Biotech Incubator on the Westhill Innovation Park in Hoddesdon</p>	<p>Economic Development Manager/ Herts LEP and Pharmaron</p>	<p>Incubator welcoming first tenants by 2022</p>	<p>Pharmaron</p>
<p><b>3.6</b> Support schemes that encourage greater engagement between education and business including Young Enterprise and the Enterprise Advisors schemes run by the Local Enterprise Partnership</p>	<p>Economic Development Manager and the Broxbourne Strategic Partnership for Skills (BSPS)</p>	<p>Three funding projects agreed per year that meet the BSPS objectives</p> <ul style="list-style-type: none"> <li>Increasing employment opportunities</li> <li>Raising skills levels</li> <li>Addressing skills gaps</li> </ul>	<p>Existing plus BSPS</p>
<p><b>3.7</b> Relocation of businesses to Park Plaza North (implementation of Local Plan policies WC2 and PP2)</p>	<p>Head of Planning and Development</p>	<p>Bulky goods retailers that need to be relocated as a result of regeneration developments proposed within Waltham Cross Town Centre</p>	<p>Existing resources</p>

Objective 4:			
Ensure identified development sites offer opportunities for positive business growth with high-tech premises that are fit for purpose post COVID-19			
Task	Responsibility	Target	Resourcing
4.1 Deliver the outputs at Maxwells BTC as identified in the LEP grant and loan agreement	Economic Development Manager and Head of Property	Build and post build targets: <ul style="list-style-type: none"> <li>• Achieve planning permission for the new development by 30 April 2021</li> <li>• Deliver a completed Centre with 2,322.5m<sup>2</sup> serviced offices ready for use in November 2022</li> <li>• Branding exercise for the new centre to be completed March 2022</li> <li>• 50 indirect jobs created during the construction phase estimated April 2021 to September 2022</li> <li>• Eight indirect jobs relating to the infrastructure and road works being carried out at site</li> <li>• Deliver a programme of digital tech support to assist 60 businesses at the business centre at Maxwell's by June 2027</li> <li>• Assist 170 businesses and train 520 people through a series of training and support services to start-up businesses at the centre by June 2027</li> <li>• A proportion (to be agreed) of the construction jobs to be made available through the Job Centre at Waltham Cross</li> <li>• To achieve the timeline milestones of the project between August 2020 and June 2027</li> <li>• 194 new jobs created at site by June 2027</li> </ul>	Existing and Hertfordshire LEP Loan and Grant
4.2 Working with Inland Homes to deliver the correct mix of workspace at the Cheshunt Lakeside development	Head of Planning, Economic Development Manager, Hertfordshire LEP and Inland Homes	A strategy for the delivery of business and commercial space is being developed with Inland Homes. Up to 19,051 sq. m GIA commercial and non-commercial floor space including business, retail, community and leisure	Inland Homes

4.3 Work with STXA10 to ensure positive business growth is enabled at the Maxwells site with a fully integrated plan for the site as a whole	Head of Property and Head of Planning	Fully integrated site delivered at the Maxwells Business Park	Existing budgets
--	---------------------------------------	---	------------------

Objective 5:			
Increase inward investment			
Task	Responsibility	Target	Resourcing
5.1 Work with UK Innovation Corridor to support the delivery of its Growth Commission Report. Upper Lee Valley - the Productive Valley Joint Approach	Economic Development Manager, Head of Planning	Updated document commissioned January 2021 Delivery of Development/ Opportunity Prospectus 2021	Existing
5.2 Ensure Department of International Trade has set of templates to identify potential investment in Broxbourne	Economic Development Manager	Set of four initial templates for the main economic sites delivered by April 2021 and regularly updated as the opportunities develop	Existing
5.3 Work with Central Innovation Core (CIC) to ensure Broxbourne sites are represented in the CIC prospectus	Economic Development Manager and Innovation Core Economic Development Advisor	Set of templates for the main economic sites delivered and regularly updated as the opportunities develop	Existing

Objective 6:			
Raise aspirations and skills levels of residents by working with local business and education partners to provide a skilled workforce and reduce the benefit claimant count			
Task	Responsibility	Target	Resourcing
6.1 Work with partners across the BPS to address the need for upskilling residents and changes in skilled work opportunities in Broxbourne	Economic Development Manager	Meetings held quarterly  At least two initiatives agreed per year that assist to deliver the objectives of the BPS objectives of: <ul style="list-style-type: none"> <li>Increasing employment opportunities</li> <li>Raising skills levels</li> <li>Addressing skills gaps</li> </ul>	BSPS Budget and S106 contributions
6.2 Job Smart Scheme	Economic Development Manager	Work with CVS, East Herts District Council and DIZ to assist 250 newly unemployed people in Broxbourne to be in a better position to get a job in 2021/22 and help reduce the number of people needing to claim benefits	BSPS and existing budgets

<b>6.3</b> Signpost Kickstart and Advanced Learner Loans	Economic Development Manager/ Communications Manager	To signpost businesses to Kickstart providers that will assist local business and help local unemployed 18-24 year olds to the end of 2021.  Promote advanced Learner Loans for adults 19+ who want to study an Access to Higher Education Diploma or Level 3 to 6 Vocational Qualification, an initiative that is government funded.	Existing
<b>6.4</b> Work with Pharmaron and local secondary schools to establish a STEM skills action plan for Broxbourne	Economic Development Manager	Ensure secondary schools in the Borough have the opportunity to work with Pharmaron in this initiative	Existing/ Pharmaron
<b>6.5</b> Identify the criteria to trigger S106 planning agreements, factor in the need for an amount to assist with local employment and skills where appropriate	Economic Development Manager/ Head of Planning	Ensure S106 funding makes provision for skills development initiatives including but not limited to: <ul style="list-style-type: none"> <li>• skills and training</li> <li>• construction jobs created</li> <li>• social value outputs</li> <li>• legacy benefits for residents</li> </ul>	N/A
<b>6.6</b> Commission an in-depth piece of work to review the skills and labour market in Broxbourne with partners on the strategic skills group	Economic Development Manager	On an annual basis commission work that compares Broxbourne to its closest geographic neighbours to help identify areas for improvement and to measure progress in achieving change  Work with education establishments to focus attention on areas where there is an identified skills shortage	BSPS
<b>6.7</b> Support programme delivery that encourages apprenticeships and work with schools and colleges to encourage young people into vocational education and training as well as pathways into traditionally academic routes	Economic Development Manager/ BSPS/ Herts LEP	Evidence of promotional material  Increased number of apprenticeships offered	Existing
<b>6.8</b> Work with local partners to develop schemes to inspire young people who are not meeting their aspirations and potential, to ensure people have the opportunity to be the best they can possibly be	Economic Development Manager/ Community Development Manager	Schemes established by January 2022  Working with but not limited to: <ul style="list-style-type: none"> <li>• the creative sector</li> <li>• construction</li> <li>• pharmaceutical</li> </ul>	Existing and BSPS
<b>6.9</b> Deliver the Broxbourne Future Opportunities Fair with all 10 local schools	Economic Development Manager	Deliver an online or in person event annually with the first event held in quarter three 2021.  To ensure over 50% of the companies involved are current Broxbourne businesses	Existing

<p><b>6.10</b> Support the sectors that are already successful in the Borough</p>	<p>Economic Development Manager</p>	<p>Work with the large companies in Broxbourne to develop skills training, mentoring opportunities and introductions that helps to strengthen the supply chain to the creative, bioscience and construction sectors. This should strengthen the local labour supply and create opportunities for Broxbourne residents.</p>	<p>Existing</p>
---	-------------------------------------	--	-----------------

**Objective 7:**

Foster the development of town centres as vibrant locations for business and leisure, this includes Brookfield and the existing towns of Hoddesdon and Waltham Cross, and the neighbourhood area in Cheshunt

Task	Responsibility	Target	Resourcing
<p><b>7.1</b> Support the Brookfield development including the new town centre mix of retail and commercial space to deliver mass market and hyper local retail and leisure</p>	<p>Head of Property</p>	<p><b>Brookfield</b>            Planning applications October 2021            Determination April 2022            Infrastructure construction to start June 2022</p> <p><b>Riverside</b>            Planning application October 2021            Determination April 2022            Town centre construction June 2023            23,000 m<sup>2</sup> new comparison retail            10,000 m<sup>2</sup> new destination leisure (including cinema)            3,500 m<sup>2</sup> new office space            Up 7,700 m<sup>2</sup> for a new civic hub            250 residential units            Completion June 2025</p> <p><b>Garden Village</b>            Planning application October 2022            Determination April 2022            Infrastructure commencement June 2022            Marketing of off-plan development sites June 2022            1,250 homes            Three Form Entry Primary School            New allotments            Final completion June 2032</p>	

<b>7.2</b> Establish an online platform for each of the town centres, through ShopAppy	Economic Development Manager	Platform up and being used by 50 local businesses by June 2021. The longer term target is for the businesses to continue to use the platform once the Council's subsidy has been reduced	Existing
<b>7.3</b> Develop a new modern commercial, retail and office space along with residential at the Northern High Street, Waltham Cross. Work with partners B3Living and others	Head of Property	Finalise proposed designs – June 2021 Planning Application December 2021 Planning determination May 2022 Site assembly complete June 2022 Start on site January 2023 Completion October 2024	
<b>7.4</b> Establish business fora in Waltham Cross and Cheshunt and carry out preliminary work to establish a Waltham Cross Business Improvement District (BID)	Economic Development Manager	Business Fora established by June 2022 creating a joined up business community within the towns	Existing
<b>7.5</b> Continue to work with the Hoddesdon Business Improvement District (BID).	Economic Development Manager	The Council continues to hold a position on the BID Board To assist the BID team with the renewal of the BID during 2022 To work with the BID team to deliver a programme of town centre events To continue to support the BID with the development of projects that support the town centre and local economy	BID Levy/Existing
<b>7.6</b> Redevelopment of the northern High Street in Waltham Cross	Head of Planning and Development	To undertake comprehensive master planning for redevelopment of the Northern High Street site, including the Council's landholdings, in accordance with Local Plan policy WC2	Existing
<b>7.7</b> Update the Hoddesdon Town Centre Strategy	Head of Planning and Development	The existing strategy, last updated in 2010, will be fully reviewed along with a new action plan of projects. The updated strategy will be published by the end of 2021 and will be subject to consultation with residents, businesses and Hoddesdon BID	Existing

<b>7.8</b> Deliver the strategy for the Old Pond, Cheshunt	Head of Planning and Development	Project 1 - the strategy will focus on implementation of the proposals for Grundy Park to be completed Spring 2022  Project 2 - The Old Pond Major Public Realm Improvement Scheme around the fountain once the A10 works are complete, to be delivered between 2024 - 2027	Developer contributions and external bids for funding
<b>7.9</b> Work with all stakeholders including Hoddesdon BID on the Town Centre Recovery Plans tackling the impact of COVID- 19.	Economic Development Manager, Communications Manager, Head of Environmental Health and Licensing and wider teams.	Develop the High Street recovery plan to assist the town centres to recover and transform. Initiatives will include: <ul style="list-style-type: none"> <li>• Publicity campaigns and events and street markets</li> <li>• Beautification, through extra cleaning and additional planters</li> <li>• Assist businesses to welcome shoppers and diners</li> </ul>	Return to the High Street Safely Funding and Welcome Back Funding
<b>7.10</b> Monitor the changes to permitted development rules within planning and the potential effect on the town centres	Head of Planning, Economic Development Manager	Try to ensure that the approach to permitted development rights is consistent with the Town Centre strategies. If, following the monitoring of any changes there is a negative impact, action would be agreed to mitigate and understand next steps.	Existing

### Objective 8:

Increase the availability of high speed broadband in the Borough

Task	Responsibility	Target	Resourcing
<b>8.1</b> Ensure each of the new developments have minimum connectivity requirements that will enable them to be future proof as much as possible	Economic Development Officer and Planning	Set of planning requirements agreed	Existing
<b>8.2</b> Work with DIZ to identify priorities for Broxbourne in the DIZ delivery plan.	Economic Development Manager	Priorities for Broxbourne identified	Existing and External funding

<b>8.3</b> Work with DIZ colleagues to address the digital challenges of the high street.	Economic Development Manager	Meetings held and challenges addressed	Existing
---	------------------------------	--	----------

### Objective 9:

Support the visitor and hospitality sector to develop survival and growth strategies following the impact of COVID - 19

Task	Responsibility	Target	Resourcing
<b>9.1</b> Work with local attractions and the tourism taskforce to develop survival and growth strategies amid the changing face of leisure and tourism during and following the Coronavirus pandemic including the White Water Centre.	Economic Development Manager	Assist local attractions and businesses Promote funding opportunities Meet with specific sector businesses	Existing
<b>9.2</b> Work to identify locally unique attractions to land as part of the leisure offer at Brookfield	Head of Property/ Sovereign Centros	Agree strategy with the principal developers of Brookfield Riverside Integrate Cheshunt Park Golf Course to be part of overall offer Investigate the possibility of a live performance space within Riverside	Existing
<b>9.3</b> Work with BSPS for skills to ensure local people can benefit from the jobs within the visitor economy in Broxbourne	Economic Development Manager/ BSPS	Minutes of regular meetings held	Existing
<b>9.4</b> Signpost local visitor attractions to make use of the online platform ShopAppy and Maybe*	Economic Development Manager	Ensure regular contact with local visitor attractions through targeted promotion	Existing

<p><b>9.5</b> Work with the Lee Valley Regional Park Authority (LVRPA) to maximise the leisure opportunities for local residents and businesses.</p>	<p>Economic Development Manager</p>	<p>Work with the LVRPA to showcase attractions and maximise opportunities to work together to highlight the park and its attractions in place making material for Broxbourne.</p>	<p>Existing</p>
--	-------------------------------------	---	-----------------

**Objective 10:**

Encourage businesses to become more sustainable, to develop their resilience to climate risks and encourage health benefits to workers including walking and cycling to work

Task	Responsibility	Target	Resourcing
<p><b>10.1</b> Organise an annual event on sustainability for local businesses to learn about reducing energy usage, sustainable procurement, home working and walking and cycling to work.</p>	<p>Economic Development Manager</p>	<p>Annual event held virtually or in person</p>	<p>Existing</p>
<p><b>10.2</b> Provide links to guidance for businesses on sustainability on the Council's website</p>	<p>Economic Development Manager Head of Finance</p>	<p>Guidance available on website by May 2021 Promote guidance via e-newsletters and social media</p>	<p>Existing</p>
<p><b>10.3</b> Promote take-up of grants currently available for Hertfordshire businesses from Low Carbon Workspaces</p>	<p>Economic Development Manager</p>	<p>Take-up promoted at business events and on the Council's website</p>	<p>Existing</p>
<p><b>10.4</b> Sponsor an annual award at the SME Hertfordshire Business Awards for sustainability in business</p>	<p>Economic Development Manager</p>	<p>Award sponsored annually</p>	<p>Existing</p>
<p><b>10.5</b> Working with partners in the DIZ to make the case for "full fibre to the premises" (FFTP) infrastructure throughout the Borough</p>	<p>Economic Development Manager</p>	<p>Ensure opportunities for influencing and lobbying are utilised when available</p>	<p>Existing</p>
<p><b>10.6</b> Encourage larger businesses in the Borough to develop plans to reduce petrol and diesel vehicle use</p>	<p>Economic Development Manager</p>	<p>Ensure opportunities for influencing and lobbying are utilised when available</p>	<p>Existing</p>



**Partners:**



**To share your views or for further information contact...**

The Economic Development Team  
Broxbourne Borough Council, Bishops' College, Churchgate, Cheshunt, Hertfordshire EN8 9XQ

- T** 01992 785621
- E** [economic.development@broxbourne.gov.uk](mailto:economic.development@broxbourne.gov.uk)
- W** [ambitionbroxbourne.co.uk](http://ambitionbroxbourne.co.uk)



**BOROUGH OF  
BROXBOURNE**  
[www.broxbourne.gov.uk](http://www.broxbourne.gov.uk)