

HODDESDON BUSINESS PARK IMPROVEMENT PLAN

September 2013



This Improvement Plan sets out the Council's proposals
for the future of Hoddesdon Business Park

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The Planning Service is happy to discuss any details of this improvement plan or potential opportunities for redeveloping, expanding or improving businesses or buildings.

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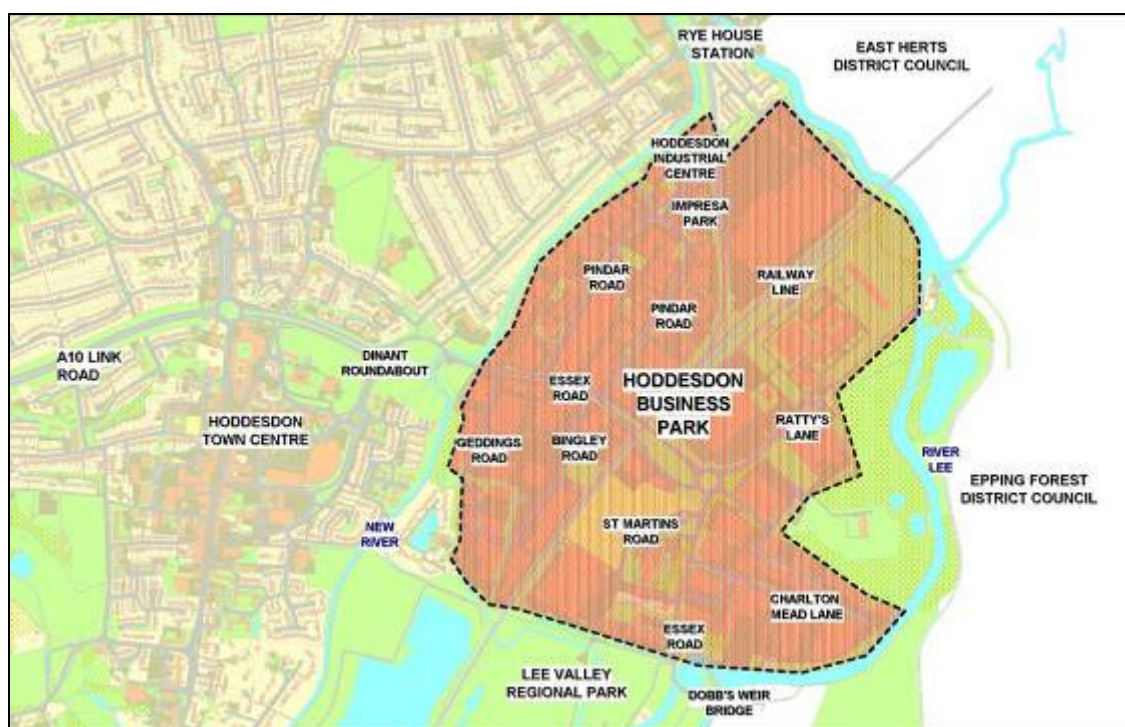
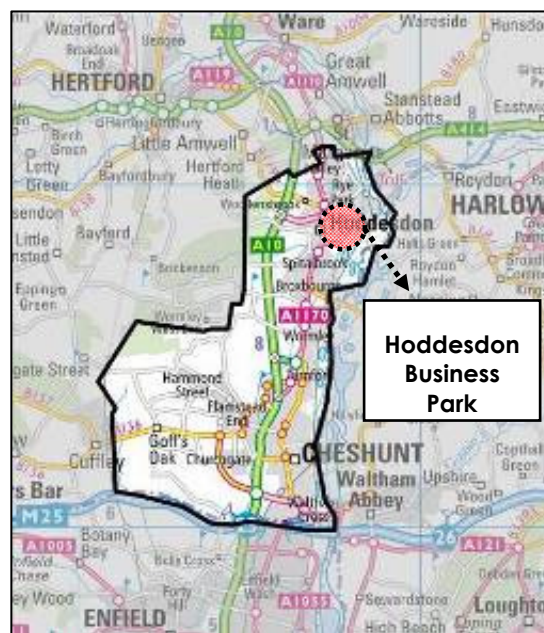
What is Hoddesdon Business Park?

In 2010, the Council collectively re-named the industrial and business areas to the east of Hoddesdon town centre as "Hoddesdon Business Park". It is the largest employment area in Broxbourne and covers 110 hectares. It provides land and premises for about 200 businesses and 5,500 employees - equivalent to 14% of the borough's workforce.

Where is Hoddesdon Business Park?

The business park is located between Hoddesdon town centre and the River Lee on the boundary between Broxbourne in Hertfordshire and Dobb's Weir in Essex. It benefits from direct dual carriageway access to the A10, only six miles north of the M25 and has direct rail access to London and Hertford from nearby [Rye House railway station](#). Major employers include Sainsbury's, PCL Transport, Cortland Fibron, Xylem Flow Control and Cert Octavia and a gas-fired power station operated by Scottish Power. The business park is a particularly attractive location for distribution companies.

This Improvement Plan should be read in conjunction with the [Essex Road Gateway development brief](#) which outlines a fundamental highway improvement scheme to the gateway entrance of the business park.



Hoddesdon Business Park in the context of the surrounding area

The purpose of the Hoddesdon Business Park Improvement Plan

The purpose of this Improvement Plan is to gain a better understanding of the business park's occupants and their requirements, to set out a strategy for its future and to identify projects that will help to deliver this strategy. It will be used as a material consideration in the determination of planning applications in the business park and to seek funding opportunities for the implementation of projects.

The history of Hoddesdon Business Park

Development of industrial units at the business park began in the 1950s in the Bingley Road, Geddings Road and Charlton Mead Lane areas.

The two predominant buildings at the time were the electricity generating station opened in Ratty's Lane in 1954 and Shreibers furniture factory at Normandy Way. The generating station was replaced in 1993 by the gas-fired Rye House power station.



The old electricity generating station at Ratty's Lane

In the early 1980s Broxbourne Council, in response to businesses wishing to expand, allocated additional employment land at Pindar Road, to the south of Geddings Road and to the west of Essex Road. Development of these areas was largely complete by the late 1990s. Building on this success, Impresa Park and Hoddesdon Industrial Estate were developed by the Council in 2004 and RD Park to the east of the railway was identified in the Broxbourne Local Plan 2005. This mainly consists of large warehouse and distribution units with some industrial and office uses. To improve access to the extension a new road bridge was constructed over the Hertford Branch railway line in 2006.

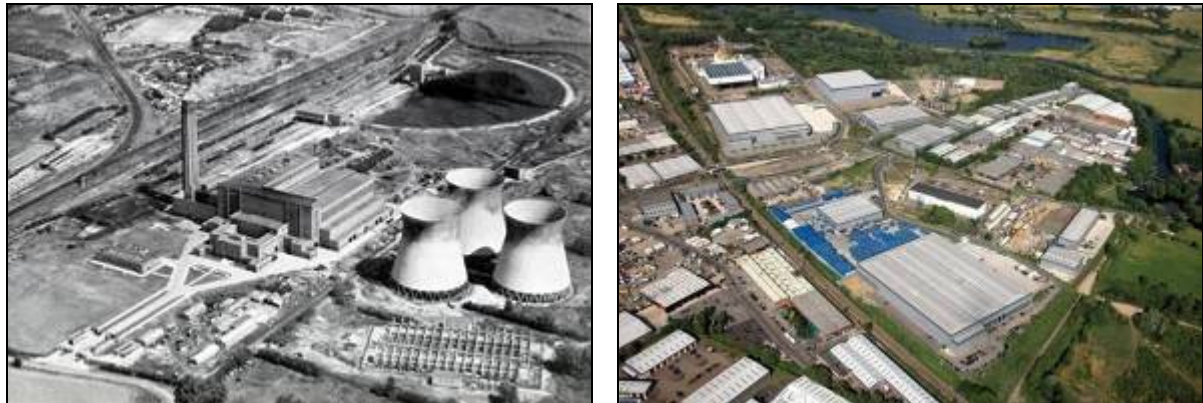
The business park today accommodates about 200 businesses and 5,500 employees. The majority are small businesses with 1-10 employees, while 73 have 10-150 employees and five employ more than 150 employees. Just over half of all buildings are occupied by distribution and storage businesses (B8 uses), with one-quarter for general industrial and manufacturing companies (B2 use) and 5% for offices (B1 use). The remaining buildings accommodate an assortment of A1 retail and D2 assembly/leisure uses or mixed uses.

At the time of writing there are 33 vacant buildings (August 2013), but these units are relatively small and constitute less than 5% of the total business park floorspace. This is comparable and in some cases favourable to vacancy rates currently being experienced in other parts of Hertfordshire: 4% in Welwyn/Hatfield, 6% in Hertsmere and St Albans and up to 12% in North Herts (2011 figures).

The major companies located in Hoddesdon Business Park include:

- **Sainsburys** distribution depot which is the largest building in the business park and provides approximately 1,200 jobs
- **Residential Management Group**, a leading property management specialist, which has around 250 employees
- **Xylem Flow Control** who engineer pumps and valves and provide over 150 jobs
- **Andrena** who manufacture furniture and has been established since 1973
- **Cobra**, a sports, games and toys manufacturer
- **DW Windsor**, an international and award winning exterior lighting and urban furniture designer
- **Cortland Fibron**, a manufacturer for commercial and military diving equipment with operations in more than 30 countries worldwide
- **Culina** who bought **Cert Octavian** wine distributors and who have 6 other distribution centres in the UK
- **Datum**, a shop fitters and interior contractor
- **ADC BioScientific Ltd**, a manufacturer of instruments to monitor gases, plant biology, and soil CO₂ flux
- **LGC Genomics**, who specialise in providing laboratory services and developing chemistries and instrumentation for genomic solutions
- **PCL Transport**, a distribution company which provides approximately 300 jobs and dispatches 2,500 orders per day
- **Scottish Power** who have operated at Ratty's Lane power station since 1993

The business park also contains a number of discrete estates which offer premises for smaller and start-up companies: Impresa Park and Hoddesdon industrial estate which are owned and managed by the Council; Optima business park and Trident industrial estate on Pindar Road; Haslemere estate on Charlton Mead Lane; Nicholson Court on Geddings Road; and Maple Park on Stephenson Close.



The 'then and now' of Hoddesdon Business Park

The six employment campuses of Hoddesdon Business Park

The discrete estates of Hoddesdon Business Park, as outlined in the previous section, have organically developed into six distinct employment campuses. These individual campuses have been identified as a means of promoting/marketing the business park and to aid signage and navigation. They also provide the basis for a development strategy for the area, with individual campuses serving different employment and business needs.

The location of these six campuses and a description of their individual characteristics are set out below.



Six campuses have been identified at Hoddesdon Business Park to help with its promotion/marketing

1. Woollens Brook campus comprises 18 hectares to the south of Essex Road and west of the railway line. It accommodates 47 businesses and about 1,500 employees. The main businesses include Xylem Flow Control who engineer pumps and valves, Andrena who manufacture furniture, Davroc who distribute bathroom fittings and Golden Boy Coaches. The campus contains 51% warehousing/distribution, 36% general industry, 8% offices and 5% wholesale retailing. Most buildings are in a good condition.

2. Pindar Road campus comprises 24 hectares to the north of Essex Road and west of the Hertford branch railway line. It accommodates 150 businesses and about 1,000 jobs. The main businesses include Cobra, a sports, games and toy manufacturer, DW Windsor who design furniture and lighting and Frisco Sales who manufacture locks and hinges. The campus contains 43% general industry and 41% warehousing/distribution and includes a large number of smaller start-up units in Impresa Park, Hoddesdon Industrial Centre, Optima Business Park and Trident Industrial Estate. There is also a household waste recycling centre. Buildings are a mix of ages, types and sizes with some beginning to look dilapidated.

3. Rye Park campus comprises 10 hectares between the two railway lines. It accommodates Robert Gibbs scrap metal merchants and Sainsbury's distribution depot which employs about 1,200 workers. Buildings range in quality from purpose-built industrial storage units to more modern distribution warehouses.

4. RD Park campus comprises 36 hectares to the east of the railway line and accommodates about 700 jobs. It is the most recent addition to the business park with a number of modern flexible warehouse spaces. The main businesses include Cortland Fibron who manufacture commercial and military diving equipment, Culina wine distribution centre, Datum shop fitters and Wincanton who are a food distributor.

5. Dobb's Weir campus comprises 10 hectares in the south-west corner of the business park and accommodates about 700 jobs, of which about 300 are employed by PCL Transport who are still partly operating from Charlton Mead Lane. Other businesses include Linde East who manufacture forklift trucks and similar, Kelley Film and TV Hire and OMG Marble who are a granite supplier. The campus contains 63% warehouse/distribution, 35% general industry and 4 vacant units. Most buildings are in good condition with some rundown premises adjacent to Dicksbury Industrial Estate.

6. Ratty's Lane campus comprises 20 hectares of land and is currently occupied by Rye House power station and the Lafarge Aggregates site to the east of the main railway line. Proposals for a sustainable energy facility at Ratty's Lane may support the re-branding of this area as an Energy campus.



A view of one of the larger units at RD Park



DW Windsor at Pindar Road

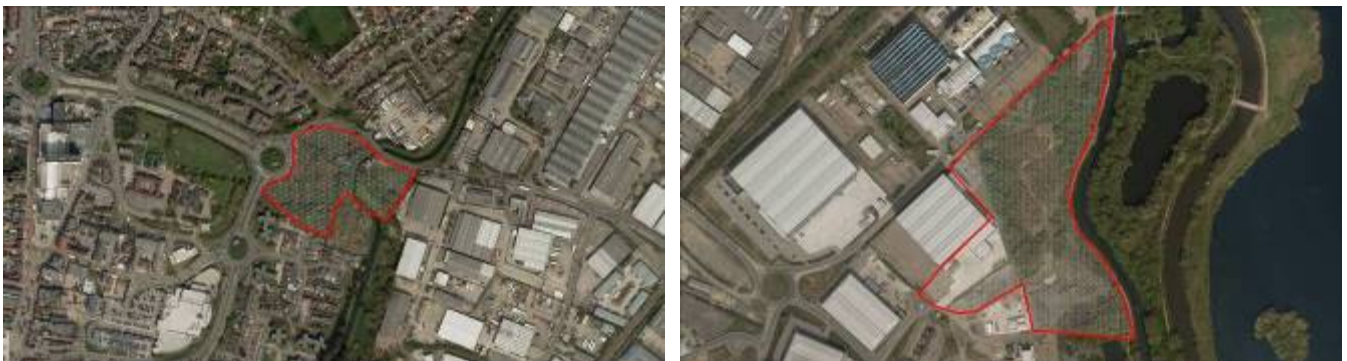
The future of Hoddesdon Business Park

Hoddesdon Business Park has limited prospects to expand as it is bordered by the New River and residential land to the north and west and the River Lee, green belt land and the Lee Valley Regional Park to the east and south. The Business Park has a low vacancy rate with most small units being quickly re-occupied when businesses do close or move on. However, there are several sites within the business park which have redevelopment potential.

The Council proposes to extend the designated boundary of Hoddesdon Business Park to incorporate the approved development proposal for a sustainable energy facility at Ratty's Lane, the Essex Road Gateway development site (see planned projects section pg10) and land north and east of this site at Essex Road and the New River as shown below. This will be taken forward through the Broxbourne Local Plan which is currently being prepared.



Local Plan policies will apply to the energy facility site and land south of Essex Road



These two sites will be included in the Hoddesdon Business Park boundary in order to safeguard them for employment uses

The future strategy for Hoddesdon Business Park

The overall strategy for Hoddesdon Business Park is that:

The Council will work with existing businesses to maximise their employment potential and to ensure that there are no unreasonable impediments to their retention and development. New jobs will be created through the development and redevelopment of opportunity sites.

Beyond the inclusion of land at Essex Road Gateway and Ratty's Lane, the Council considers that the business park has reached its natural limits, with no further scope for expansion. It will continue to provide mostly B1 office, B2 general industrial and B8 warehouse/distribution employment uses as well as some complementary activities and a range of smaller and start-up sites such as those at Pindar Road.

Infrastructure and environmental projects will seek to improve and regenerate the business park and its environs. These include schemes to improve vehicle, pedestrian and cycle movement at Essex Road Gateway and to other facilities such as Rye House railway station, Hoddesdon town centre and Lee Valley Regional Park.

The business park will make a significant contribution to the local economy and local workforce by providing jobs, improving skills/training and through other business support initiatives. Branding, promotion and advertisement will ensure that the business park remains an attractive location for investment.

In order to deliver the strategy, the Council will seek to implement the following ambitions at Hoddesdon Business Park:

- ➔ maintain job numbers and employment uses by enabling the retention and expansion of existing businesses and providing opportunities for new businesses to be developed;
- ➔ bring forward planned projects and development sites
- ➔ maintain and improve access to transport links and encourage sustainable modes of transport
- ➔ improve the look and feel of the business park;
- ➔ promote and support the business park.

The means by which these ambitions will be delivered are set out on the following pages.

Maintain job numbers and employment uses

- ▶ The Council would like the total number of employees within the business park to remain at or above 5,000 by ensuring that all future uses retain or create jobs and regenerate the area. There will be flexibility between B1 office, B2 general industrial and B8 warehouse uses, with other complementary employment activities supported on their merits. Policy EMP1 of the Broxbourne Local Plan (Appendix B) will continue to be applied when determining planning applications, until it is replaced by the Broxbourne Local Plan. The only exceptions to this are the Essex Road Gateway development site which will accord with its [development brief](#) and the Sustainable Energy Facility at Ratty's Lane (see planned projects below) which will accord with its approved uses.
- ▶ To help support those entering the workforce the Council will request that applicants for new developments provide [apprenticeship schemes](#) for local people, as part of the construction of a building(s) and/or for subsequent employees. The Council will also support new start up units like those proposed at Spurling Works (page 13) to help introduce new businesses.
- ▶ Hoddesdon Business Park has a mix of national and local companies with good occupancy division between tenant and owner occupiers. However occupiers with long ground leases are finding it difficult to sell and improve their premises as they near the end of the lease. In order to help tackle this issue as well as the availability of funding to help businesses improve and develop their units, the Council in its role as landlord will consider extending the ground leases for businesses in Council owned units.



RD Park will continue to make a significant contribution towards existing job provision.

Bring forward planned projects and development sites

The business park is constantly evolving with new businesses moving in, development proposals being approved and projects being rolled forward. The most significant proposals are identified below. They are either nearing completion or will be implemented over the next five years.

Essex Road Enhancements

Off-peak traffic flows around the business park are generally good and access to the A10 and M25 makes it an attractive location for new investment. However the main gateway entrance at the Dinant roundabout is congested at peak times and fails to provide appropriate and safe access for pedestrians and cyclists. Broxbourne Council and Hertfordshire County Council consequently propose to widen and strengthen the existing Essex Road bridge and provide appropriate pathways for pedestrians and cyclists. Detailed options for the implementation of this scheme are currently being examined by the County Council and a funding package is being developed.



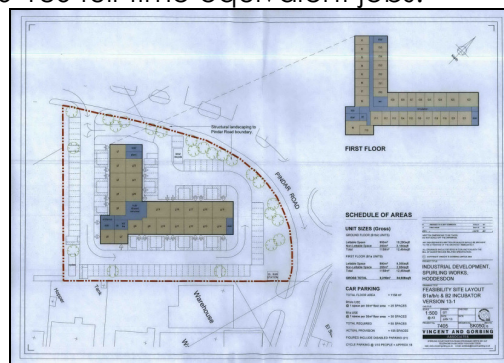
Essex Road Gateway Development Site

The [Essex Road Gateway Development Brief](#) seeks to create a landmark entrance into the business park by designating the vacant land next to the Dinant Road roundabout for an exemplar commercial office scheme. The Homes and Communities Agency has now purchased a large majority of the land and is seeking to work with the Council to promote this development.



Hoddesdon Enterprise Centre

Spurling Works, located on the corner of Pindar Road, was previously used for warehousing, an ancillary training centre and offices. It has been demolished and permission granted for 57 starter units. It is currently intended that these units will be developed, delivered and managed by the Council in partnership with WENTA, the County's leading enterprise partnership. It is anticipated that once complete, the Centre will accommodate 120-180 full-time equivalent jobs.



Plots F and L, RD Campus

Plot L is approximately 7,000 sqm in size and located south of the railway bridge and north of Essex Way. It is currently leased to three different tenants for storage. Plot F is approximately 5,000 sqm and located south of Essex Way and north of St Martins Road. It is yet to be occupied. These sites have planning permission for industrial and warehouses uses and in the longer term are earmarked for the potential relocation of existing businesses from New River Trading Estate in Turnford.



Scorpion building (Pindar Road Campus)

This 4,430 sqm building was vacant for a considerable amount of time. However with the prospect of additional extensions it has been purchased and will shortly be occupied by Ponders End Investments.



Sustainable Energy Facility Rattys Lane

Consent has been granted for a waste burning energy facility on the south side of Ratty's Lane and west of the River Lee. The proposed facility will involve the widening of Ratty's Lane and the provision of an eco-zone comprising landscaping, ecological enhancement and flood attenuation ponds. When completed the scheme will provide 30 new jobs.



Other Vacancies

There are 33 vacant units between 52sqm and 1300sqm in size available throughout the Business Park with an assortment of freehold and leasehold terms. For more details on current vacant units, interested parties should visit the [Paul Wallace Commercial website](#) or Broxbourne Council's [property management webpages](#).

Improve access to major transport links

- ▶ The Council will seek to improve vehicular flows within the business park and improve opportunities for cycle, pedestrian and public transport connections for employees travelling to work and accessing services, including those at Hoddesdon Town Centre and for those travelling through the employment area.
- ▶ The [Hoddesdon and Broxbourne Urban Transport Plan](#), prepared by Hertfordshire County Council, aims to improve movement and connection for all modes of transport by identifying projects and schemes. For Hoddesdon Business Park, the following schemes or actions have been identified/considered:
 - Essex Road Improvements (see page 11)
 - Adoption of currently un-adopted roads to help improve their condition and to help enforce against illegal parking. The un-adopted roads are Geddings Road, Bingley Road, Ratty's Lane, Stephenson Close and St Martins Road.
 - The creation of a filter lane into Pindar Road from the west to help the flow of traffic;
 - Improve pedestrian access to Rye House railway station and local bus services at Rye Road by providing a pedestrian route and way-finding signage from Farm Lane;
 - Improve connections from the urban area into Lee Valley Regional Park by providing signage to inform drivers of pedestrians crossing at Footpath 18 close to the Dobbs Weir bridge;
 - Measures to prevent heavy goods vehicles using Dobb's Weir Bridge. The bridge has a weight limit of 7.5 tonnes;
 - Improving signage to services will also be investigated as existing signage is of poor design and size and difficult to locate. Signage to indicate the one-way system at Pindar Road has been raised as an issue by businesses.
- ▶ The Council will encourage more sustainable modes of transport for both employees and for the movement of commercial goods. The use of local rivers and railway spurs as methods of transporting freight and goods to reduce vehicle and heavy goods vehicle usage will therefore be supported. The Council will promote the development of travel plans for individual businesses within the Business Park;
- ▶ The business park's shuttle bus service was cancelled in April 2013 due to lack of use. The Council will work with Hertfordshire County Council to review the potential for re-introducing bus services to the Business Park in the future;
- ▶ The Council is looking to improve facilities at Rye House railway station. Details of the proposed improvements and their progress can be found on the [Council's website](#).



Improve the look and feel of the business park

- ▶ Whilst there are modern and contemporary designed buildings, including those more recently developed at RD Park, there is also a preponderance of dilapidated and outdated buildings. Examples are the Sainsbury's unit at Pindar Road and buildings along Charlton Mead Lane and Bingley Road. The enhancement of these buildings and areas will be an on-going process as businesses develop and new businesses come into the Park. As planning applications are submitted, the Council will take every opportunity to ensure that businesses contribute to the overall look and feel of the business park by ensuring that landowners and/or occupiers improve the appearance of their properties.

- ▶ The [Lee Valley Regional Park](#), Woollens Brook and the New River are pleasing environmental features which either bound or pass through the business park. It is intended to improve these features and other boundary and gateway features through a programme of landscaping improvements. Improvements will be sought in the following locations:



- Sainsbury's at Normandy Way;
- Land at the north end of Ratty's Lane where improvements are proposed to the ad hoc car parking area that serves the Lee Valley Park;
- Land east of Ratty's Lane where planning permission has been granted for a sustainable energy facility;
- The boundary of the transport depot at Charlton Mead Lane;
- Dobb's Weir boundary to the south of the business park;
- North of Essex Road where units along the western boundary of Pindar Road face the New River;
- As Woollens Brook passes through Geddings Road and separates Geddings Road and Bingley Road
- Essex Road Gateway where land south of the Dinant roundabout has been identified in the [Essex Road Gateway Development Brief](#) as an opportunity for providing environmental and wildlife habitat improvement;
- Fencing at the Thames Water site, which currently contains the pumping station to the east of the New River; and
- The roundabout to the east of Gerald Game bridge

- ▶ There are opportunities to improve the sustainability of the business park by implementing various carbon reduction measures. For example photovoltaic roof tiles have been installed on units at [Impresa Park](#) and [Hoddesdon Industrial Centre](#). The Council will seek to implement sustainability objectives by expecting applicants to implement measures



which reduce their carbon footprint, both during construction and in the future use of the building, and show the sustainability merits of their scheme. This could include brown/green roofs and SuDS Systems. Applicants should refer or make use of the current sustainability checklist as set out in the [Broxbourne Local Plan](#).

- ▶ Hoddesdon Business Park experiences low levels of crime but there have been a few incidents of theft. The Council will investigate with local businesses whether measures such as CCTV could enhance the overall security of the business park.

Promoting Hoddesdon Business Park

- ▶ The Council has sought to make the employment area more recognisable and distinguishable by re-naming it as “Hoddesdon Business Park”. Its identity as a major strategic employment area will be a magnet for companies and investors, both locally and nationally. Its recognition should also help draw in funding from bodies such as the [Hertfordshire Local Enterprise Partnership](#) to support improvements and developments.
- ▶ There are further opportunities for branding and to promote the business park locally and nationally:
 - Signage at major entrance points (Essex Road Gateway to the west and Dobb's Weir to the east) indicating to visitors that they have arrived at the business park
 - The creation of a logo for the business park to be positioned on signage, publications and on the Council's website
 - A brochure will be produced for the business park outlining development opportunity sites and other marketable information
 - Promotion through the Council's website, E-Biz newsletters and other advertisements
 - Encourage businesses to promote the business park on their websites.



The use of a logo on all existing signage will help brand the business park

- ▶ The Council will work with any business that wishes to use the [Department for Business, Innovation and Skills](#) business link scheme which provides a call centre, business mentors and support programmes for new and existing companies.

Delivery of projects and monitoring success

Delivery of the projects and proposals set out in this Improvement Plan will be dependent on a number of factors, most notably the availability of funding and the co-operation from relevant partners.

Funding will be sought from a range of sources and mechanisms. Broxbourne Council's capital programme and Hertfordshire County Council's highways capital programme are potential sources of funding particularly for schemes identified in the [Hoddesdon and Broxbourne Urban Transport Plan](#). However, both councils budgets are limited and support from local businesses will be critical in helping to deliver projects. Contributions will therefore continue to be sought from businesses when the Council considers planning applications for new developments within the business park.

Support from the [Hertfordshire Local Enterprise Partnership](#), the [London-Stansted-Cambridge Consortium](#) and Government grants will also be investigated when bringing forward schemes.



This Improvement Plan will be used as a means of seeking money and making bids for funding and therefore the regular monitoring of projects, the identification of new proposals and the anticipated costs of schemes is imperative. The Implementation Plan (Appendix A) will be continually monitored and updated. The Council's Annual Monitoring Report will review the delivery of projects and schemes.

The implementation Plan will be delivered in conjunction with various stakeholders including the business community itself and Hertfordshire County Council. Discussions will also be required with bodies potentially affected by proposals including local residents, neighbouring authorities, the [Lee Valley Regional Park Authority](#), [Network Rail](#), the [Environment Agency](#) and [Thames Water](#).

Appendix A: Implementation Plan

Immediate Projects				
Scheme location / description	Phasing, timescales and cost	Delivery partners	Funding sources	Current update / notes
Essex Road Gateway Improvement Scheme – widening of road and separate structure for cyclists and pedestrians, better paths, pedestrian crossings and review of traffic lights	Work to take approximately 6 months but discussions ongoing on options and costs. One preferred option could cost between £1.5 - £1.8 million.	Broxbourne Council and Herts CC in consultation with businesses	Section 106 funding from development brief sites, existing developments and new applications. Funding from other sources required.	Study undertaken by HCC (July 2013) identifies three options with preferred option creating new bridge structure, two footpaths and one cycle path. Discussions to be held on options and funding resources.
Essex Road Gateway development site	No cost to Council at present although we may enter into agreement to bring forward site. Outline application early 2014 for mix of commercial uses.	Broxbourne Council and Homes and Communities Agency	Council resources	HCA have purchased land off Highways Agency. Seeking potential for joint scheme with Council. Will carry out site investigations and reports to inform outline application.
Hoddesdon Enterprise Centre	Funding needed to bring forward development at cost of £4 million.	Broxbourne Council with WENTA	Growth fund and either Section 106, or other grant funding sources.	Still being used for short term lease.
Plots F and L	Short to medium term phasing dependent on what they will be used for in future. Short term solution of open storage.	Broxbourne Council only at present	N/A	Plot L leased to three different tenants for storage. Plot F is yet to be occupied.
Scorpion building	Extensions to be built with completion and occupation by 2014	Developers	N/A	Ponders End Investments signage put up but yet to be occupied
Geddings Day Centre	COMPLETED			

Maintaining job numbers and employment uses

Scheme location / description	Phasing, timescales and cost	Delivery partners	Funding sources	Current update / notes
Achieve balance of uses and job numbers.	The existing Local Plan and new Local Plan and will continue to be used to determine applications. The 2005 Local Plan will be replaced by the Development Management Policies DPD in 2014/15.	Council in consultation with community	Council resources	Work on Development Management Policies DPD at early stages with consultation expected in late 2013/early 2014
Apprenticeship schemes	Council will encourage, or require through a Section 106 agreement, a business to implement apprentice schemes.	Council in consultation with businesses/ developers	Cost to business to arrange but an overall benefit to business	To be encouraged through new applications and potentially through the Development Management Policies DPD.
Extend ground leases to help businesses	Fees may be charged by Council for ground leases to be extended. May need to be reviewed and discussed by Council and implemented in 15-20 years.	Council in consultation with local businesses.	Business funded and Council time to set up leases	No update as yet.

Accessibility and Connectivity

Scheme location/ description	Phasing, timescales and cost	Delivery partners	Funding sources	Current update/ notes
Improving surfaces and preventing illegal parking of un-adopted roads by local highway authority adoption	Herts CC will be required to adopt the roads and then fund the maintenance of them through council tax.	Herts CC in consultation with local businesses	Herts CC funded.	Will continue to be recommended to HCC through Local Transport Plans and Hoddesdon and Broxbourne Urban Transport Plan.
Filter Lane from Essex Road into Pindar Road	Scheme could cost approximately £10-15,000 and safety and deliverability considerations will need to be examined.	Herts CC with Broxbourne Council	Local Transport Plan 3 / Herts CC funding or Section 106 money.	As above.
Farm Lane pedestrian access	£5-10,000 as identified in the Hoddesdon and Broxbourne Urban Transport Plan.	Herts CC with Broxbourne Council	As above	As above.
Provision of signage (showing pedestrians crossing) where Footpath 18 meets Essex Road and continues into Regional Park.	Safety and design assessments will be required. Costs would be minimal to implement. Signage installed in medium term.	Broxbourne Council & Herts CC in consultation with the public/LVRPA	Possible Section 106 funding exists already for sustainable transport.	As above.
Prevent HGVs from using Dobb's Weir bridge	Costs unclear as dependent on measures implemented. Some measures could be implemented in short/medium term.	Council with Herts CC, Essex CC and LVRPA	Unclear funding mechanisms at present.	Essex CC looking at options for improving this bridge including strengthening.
Improved signage to major services including LVRP, town centre etc	Potential cost of £5-15,000 depending on type, style and amount of signage.	Broxbourne Council with Herts CC/LVRPA	Capital costs or through some form of grant.	No action as yet.
Improving bus provision through Work Travel Plans & Real Time Information	Possibly reinstate shuttle bus service in 2014/15 which could cost an additional £45,000 - £55,000 per year. Little cost to work with but potential costs for businesses to implement.	Broxbourne Council with Herts CC and local businesses	Section 106 money or possibly Local Transport Plan funded.	As above.
Using River Lee and rail for transporting goods	Costs to businesses to set up the arrangements but could be a cost benefit in the long run.	Council may encourage this through a new policy or new applications but will need to be business led	Privately funded	No action as yet. The proposals for the power station at Ratty's Lane would have used rail heads for transporting goods.
Improvements to Rye House station	See Broxbourne Council's website .	Various bodies including Council, HCC & Network Rail	Various funding streams including grants, capital funding and S106.	See Broxbourne Council's website .

Look and Feel

Scheme location/ description	Phasing, timescales and cost	Delivery partners	Funding sources	Current update/ notes
Environmental schemes: - Boundaries of River Lee - Boundaries of New River and Woollens Brook - Internal roundabout & other opportunities for environmental improvement-	Council to implement landscaping improvements but schemes will have to be designed to understand costs. Could cost £200,000 per mile of New River and River Lee to improve surfacing, widening where necessary and landscaping. Provision of landscaping and acoustic fencing on the boundary of the Lee Valley Regional Park to the south-east of PCL Transport has been funded by private developer at a cost of £250-500,000.	Council and businesses and Thames Water for improved fencing on their land. LVRPA for their land.	Council capital money, some form of funding stream and privately funded as well as Section 106 where appropriate.	PCL acoustic fencing implemented. Council continues to hold Broxbourne in Bloom which has a category for business frontage. This will be encouraged at business parks and new category for commercial estates/units will be investigated. Discussions to be held with LVRPA. New River improvements identified in Hoddesdon & Broxbourne UTP.
Improve the appearance of buildings	To be encouraged through the submission of planning applications.	Council and businesses.	Privately funded	Design guide may include chapter on industrial/commercial buildings. Development Management Policies to include policy on commercial building design.
Photovoltaic roof tiles on Council owned buildings and encouraging carbon reduction measures on privately owned buildings	Roof tiles to cost approx £180,000 (Council funded). Proposals approved and to be implemented by April 2012 in order to gain a suitable financial return. Costs to businesses only for private installations.	Tiles led by Council in consultation with lease holders. Council will encourage measures for private buildings but will be business led with planning team.	Tiles funded by Council. Private buildings to be funded by businesses.	Council owned buildings – implemented. Will encourage sustainable measures through new planning applications and the possibility of a Local Development Order.
Installation of CCTV / security measures in the business park if considered necessary and improved lighting	Costs to be determined. Input required from local businesses. Lighting to be investigated as part of Essex Road Improvement Scheme.	Council led with business involvement for security and Herts CC led for lighting.	Potentially joint funded by Council and businesses and Herts CC involvement for lighting	Businesses continue to provide their own security measures. Will be supported through planning applications.

Promotion and Business Support

Scheme location/ description	Phasing, timescales and cost	Delivery partners	Funding sources	Current update/ notes
Gateway signage	Council will fund gateway signage. At an approximate cost of £5-15,000 depending on style, type and amount that will be provided at gateway entrances.	Council led.	Capital costs or some form of grant funding. Could be provided through the gateway development site.	Potential logos have been prepared by design team for business parks. Gateway signage identified as part of Essex Road highway scheme.
Promotion advertisement, brochure and logo	Council will continue to fund advertisement and brochure through existing budgets. Encourage businesses to promote Business Park on their websites.	Broxbourne Council.	Existing Council budget	Council continue to advertise on website and E-biz. Other opportunities will require investigation. Logo information set out above.
Continue to hold business fair	A cost to Council to set up (leaflets etc) and depending on venue cost could be £200-£800.	Broxbourne Council and business involvement.	Existing Council budget	Business Fair held in September 2012 and consideration will be given to a Fair in 2013. Council will encourage businesses, in all employment areas, to hold their own open day to attract new investment and employment.
Working with businesses and Business Link	No cost to discuss or encourage businesses to visit business link.	N/A	N/A	No action as yet. Potential to put link on website through employment/economic webpages.

Appendix B: Existing Local Plan Policy EMP1

Policy EMP1 Employment Areas

- (I) Within the employment areas identified on the [Proposals Map](#), the Council will permit development or change of use within Class B (use classes B1a, B1b, B1c, B2 and B8) subject to the following criteria:
- (a) provision of adequate layout, access and parking, in conformity with the Council's standards;
 - (b) that the proposal would not significantly affect the amenities enjoyed by occupiers of properties adjoining the employment area;
 - (c) the proposal would not create an unacceptable impact on the local and/or strategic transport network.
- (II) Development for non Class B uses in employment areas will only be permitted where the following criteria are met:
- (a) the proposed use provides a complementary benefit to the employment area;
 - (b) the proposal would not have an adverse effect on the provision of employment land;
 - (c) any retail element must be ancillary to the main business use;
 - (d) that the proposal would not significantly affect the amenities enjoyed by occupiers of properties adjoining the employment area;
 - (e) the proposal would not create an unacceptable impact on the local and/or strategic transport network;
- or
- (f) the site or use forms part of a wider regeneration proposal providing a mixed use scheme;
- or
- (g) proposals for waste management and recycling determined against the adopted [Hertfordshire Waste Local Plan](#).