Destination Dacorum builds on a history of partnership working in the borough. It is a collaboration of key organisations in Dacorum who work together to make the borough a better place to live, work and enjoy.

In order to achieve the vision of Dacorum being a great place to live, work and enjoy, Destination Dacorum recognises the need to balance the needs of our communities within three priorities:

- Business growth, housing and regeneration
- Environment, health and well-being
- Safe and active communities.

Everything that Destination Dacorum does will have a positive impact on at least one of these priorities. To ensure that it delivers results, Destination Dacorum will have a key focus for its action. Given the current economic situation, the key focus is economic well-being.

Contact information

If you would like more information please contact:

Destination Dacorum
Civic Centre
Dacorum Borough Council
Hemel Hempstead
HP1 1HH

e: DestinationDacorum@dacorum.gov.uk
t: 01442 228743

If you would like this information in any other language, or in another format, such as large print or audio tape, please contact us using the details above.

If you are d/Deaf or hard of hearing and wish to attend the Community Fair, we can provide you with communications support. Please contact us using the email address above to discuss your communication support needs.

Destination Dacorum Partners:

- Business growth, housing and regeneration
- Economic well-being
- Safe and active communities
- Environment, health and well-being
Dacorum is one of the top 50 places to live in the UK, according to the Halifax Quality of Life Survey.

Dacorum is a borough in the county of Hertfordshire. It has strong urban and rural communities, and is home to the towns of Hemel Hempstead, Berkhamsted and Tring, the large villages of Bovingdon, Kings Langley and Markyate and 12 smaller villages.

Dacorum has over 142,900 residents, the highest population of all Hertfordshire’s districts (ONS, 2010).

There is a thriving voluntary sector in Dacorum and a wealth of community groups covering all sorts of interests and hobbies.

Our challenge
There are some health inequalities in Dacorum. For example, life expectancy is 8.4 years lower for men and 7.4 years lower for women in the most deprived areas of Dacorum than in the least deprived areas (based on the Slope Index of Inequality, January 2011).

A better place to work

With our close proximity to London we are excellently placed for businesses to thrive.

Dacorum is home to the Maylands Business Park, one of the largest employment areas in the South East and home to over 600 businesses. It is the base of many well-known UK companies including Amazon, Dixons, Henkel, Northgate, ASOS, Parker Hannifin and others, due to its fantastic location adjacent to the M1/M25 and a 30 minute drive from Heathrow and London Luton Airports.

Our local economy is well supported by a high level of local employees who are well skilled.

Our challenge
Retail in Dacorum has suffered, particularly in Hemel Hempstead, from the economic downturn – we would like to rejuvenate our town centre and have less empty shops.

Dacorum boasts some world class sporting facilities, a rich culture and over a third of our borough is in The Chilterns.

Dacorum has something on offer for everyone – from the rich history and heritage of Hemel Hempstead Old Town, or the Apsley Paper Trail to the exciting sporting facilities such as the Snow Centre with the largest indoor lesson slope in the UK, and the XC boasting one of the world’s largest indoor caving systems.

The area is home to Berkhamsted Castle which dates back to 1066, the Natural History Museum at Tring, The Old Town Hall Theatre and The Court Theatre at Pendley. These are just a few of our attractions. There are also a number of hugely popular local events such as Music on the Moor and the Tringe Comedy Festival.

Our challenge
Dacorum has so much to offer yet it is somewhat undiscovered – we need to encourage more people to visit and enjoy the borough.
Our Plan: We have six ambitions to make Dacorum even better. Each of these ambitions link to our key focus: economic well-being. There is lots of work being done by organisations, partnerships and within the community which contribute to these ambitions. Here we list what the Destination Dacorum Board will do to contribute to achieving these ambitions.

A more vibrant destination
Lead: Mark Mitchell, Community Action Dacorum
(on behalf of the Voluntary Sector)
To make Dacorum more vibrant we will:
Create the environment for social enterprise to prosper and grow. Our actions will include:
• Develop a resource hub and create a social enterprise network for mutual support
• Explore commissioning opportunities and arrange ‘Meet the Buyer’ events to enable local providers to bid for service delivery.

A healthier destination
Lead: Dr Richard Garlick, NHS Hertfordshire
To make Dacorum a healthier place we will:
Work with the voluntary and community sectors to identify potential initiatives and projects to reduce inequalities
• Target resources where possible and seek funding to deliver such initiatives.

A more prosperous destination
Lead: Andy Cook, FFEI (on behalf of the Private Sector)
To make Dacorum more prosperous we will:
• Assist in the preparation of the Growing Places Fund for Maylands
• Work with Dacorum Borough Council to ensure that Dacorum is a safe place for businesses
• Actively engage with business forums including the Maylands Partnership and Dacorum Business Against Crime

A safer destination
Lead: Chief Inspector Michael Pryce, Hertfordshire Constabulary
To make Dacorum even safer we will:
• Improve links between local businesses and Destination Dacorum partners to ensure that Dacorum is a safe place for businesses
• Publish specific communications to promote Dacorum as a safe place for businesses
• Respond to issues of safety affecting businesses in a timely manner seeking appropriate resources where necessary.

A better connected destination
Lead: Darryl Keen, Hertfordshire County Council
To make Dacorum better connected we will:
• Work with town centre partnerships to highlight potential use of these sites
• Work with partners to promote the service.

A great destination
Lead: Daniel Zammit, Dacorum Borough Council
To make Dacorum a great place we will:
• Have a ‘Never Empty’ aspiration for shop fronts and retail space, working to ensure that when retailers close down, space is utilised where possible for community groups and social enterprises. To do this we will:
• Work with the voluntary and community sectors to identify potential use of these sites
• Work with town centre partnerships to highlight potential opportunities.