



Statement of Community Involvement

North Hemel Hempstead

Prepared for Pigeon and Bloor Homes
November 2025

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1. Executive Summary.

1.1 Introduction

- 1.1.1 Bloor Homes and Pigeon (the Applicants) have developed proposals to provide a new neighbourhood extension to the north east of Hemel Hempstead comprising up to 1,500 new homes, a care home, extensive new public open space, including amenity space, community park, play provision, green infrastructure, sustainable drainage systems, allotments, new footpaths and vehicular and active travel routes, a new primary school, a local centre, and a mobility hub and supporting infrastructure and works.
- 1.1.2 This Statement of Community Involvement has been produced with the aim of clearly and concisely detailing the community consultation for the site, and includes data and responses received during a public consultation process.
- 1.1.3 The Applicants are committed to consulting with the local community regarding its planning applications and as a result, have a strong track record of consulting and communicating with members of the local community, community groups, local councillors and other relevant third-party stakeholders.
- 1.1.4 To assist with the community consultation and communications around the project, the Applicants appointed Cavendish Consulting, a specialist communications consultancy, to form part of its project team for the proposed development. Cavendish has produced this report to detail the process followed and feedback received.
- 1.1.5 This included two rounds of consultation. The first was held both online and in-person between 14 July and 1 August. The second consisted of an online consultation hosted on the project website between 1 and 19 October 2025.
- 1.1.6 Residents and stakeholders were given the opportunity to provide their feedback regarding the proposals during the public consultations through a number of different channels. A freephone information line and dedicated website were made available throughout the course of the pre-application engagement stages, for interested parties to receive further information and to provide their feedback to the project team.
- 1.1.7 This report documents the activities, findings and outcomes derived from the consultation process and details how the Applicants have responded to community feedback and incorporated local views into the proposals.

423

Pieces of feedback were submitted across an initial engagement survey, first public consultation, and second consultation periods.

2

In-person events.

5

Meetings were held with local political stakeholders (in addition to each Council briefing).

4,744

Flyers and letters were issued to addresses within the distribution zone of the site.

1,772

Visitors to the project website during the consultation period.

28,493

Reach of the Meta social media adverts.

5,729

Clicks on the Meta social media adverts.

2. Summary of consultation.

Timeline

1.	An initial engagement survey was undertaken to understand the priorities of residents in the local area in general and with respect to new developments. This survey was live for 21 days from 16 June 2025 .
	The Applicants carried out two rounds of consultation for this proposal. The first consultation took place between 14 July and 1 August 2025 .
1.	An initial outreach email was distributed on 16 June 2025 to local ward members, Redbourn Parish Council, and senior members at St Albans City & District Council, Hertfordshire County Council, and Dacorum Borough Council, as well as both Councils' Development Management Committees. This email provided information on the proposals coming forward and offered the opportunity to meet with the Applicants to discuss the proposals. This was followed by engagement communicating the consultation period.
2.	A consultation newsletter was distributed on 3 July 2025 to 4,123 addresses surrounding the Site. The invitation included information regarding the consultation process, how to view the proposals via the two scheduled in-person events and project website, how feedback could be provided, and contact points (dedicated freephone number and email address) for enquiries. This was supported by a social media campaign, reaching over 28,000 users.
3.	The first public consultation was held between 14 July and 1 August 2025 . This comprised a consultation website hosted at www.northhemel.co.uk and two in-person events held on 14 July and 16 July at Aubrey Park Hotel, Hemel Hempstead Road, AL3 7AF and Brockswood Primary School, 2 Shenley Road, Hemel Hempstead, HP2 7QH, respectively.
	Consultation materials were created to ensure that stakeholders and the local community could engage with the proposals. This included exhibition boards containing information on the proposal which were presented during the two in-person events, a project website featuring all of the information contained within the exhibition boards, and a feedback form which was available physically and online via the website.
4.	The second consultation took place between 1 and 19 October 2025 . Stakeholders who were contacted ahead of the launch of the first consultation were also notified on 1 October of the second consultation.
	This was promoted via a letter mailing to 621 addresses in close proximity to the site on 29 September 2025 . This was also supported by a social media campaign.

5.

The second consultation comprised an online-only consultation. This is due to the desire to engage far more people in the wider area, including those who may be unable or unwilling to attend an in-person event. The project website was updated with new information for respondents to submit feedback towards via the online feedback form, amounting to 80 pieces of feedback during the second consultation. Paper copies were available on-request for those that were unable to view the virtual consultation.

6.

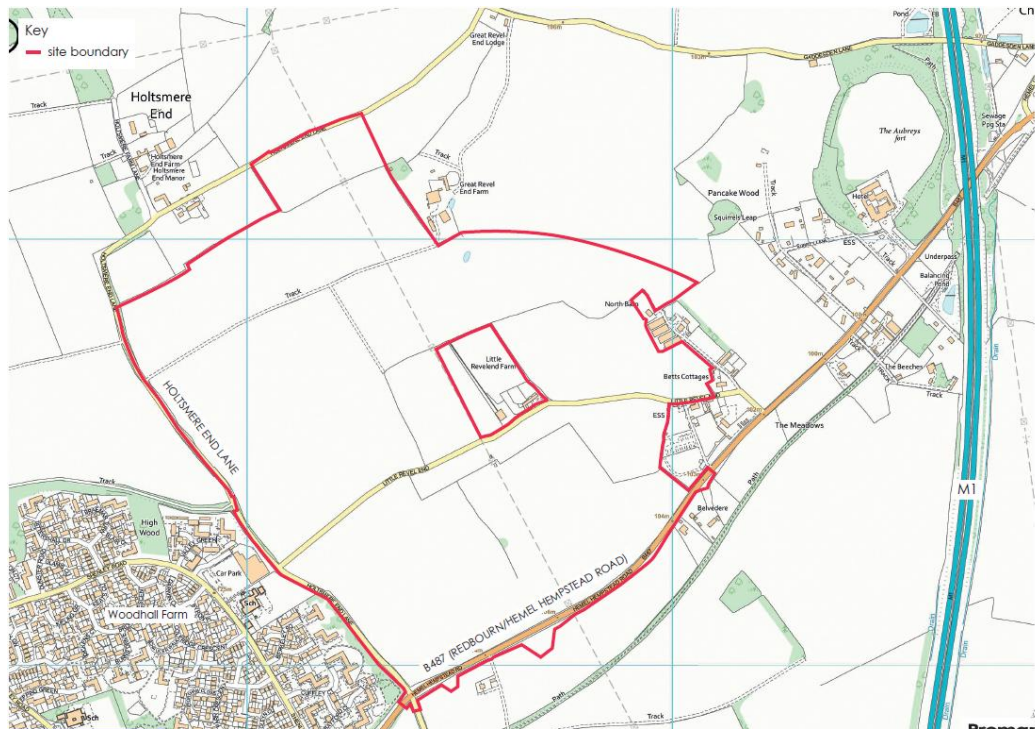
During the consultation, access to a freephone telephone enquiry line (020 3398 1590) and email address (northhemel@consultationonline.co.uk) was offered to those who wished to find out more about the proposals, or to register their comments via the telephone or email.

The website was viewed **1,772** times across both consultation periods.

The telephone number used was in operation for voicemails to be left and responded to at the earliest opportunity to ensure information was readily available and queries or concerns addressed. The email address used (northhemel@consultationonline.co.uk) and freephone number were detailed in all correspondence distributed to the local community.

3. The Site and local context.

3.1 Site context



Project site location plan

- 3.1.1 The site is located adjacent to Woodhall Farm, on the north-eastern edge of Hemel Hempstead, to the west of Redbourn and Church End, south of residential dwellings at Holtsmere End, and includes part of the B487 in the south of the site.
- 3.1.2 The site is identified in the submitted Draft St Albans City and District Council Local Plan (Site H1 – North Hemel Hempstead Broad Location) to provide a new neighbourhood extension, for approximately 1,500 new homes, together with associated supporting uses and green and blue infrastructure.
- 3.1.3 The site forms part of the proposed Hemel Garden Communities (HGC). Hemel Garden Communities is a development project backed by the constituent local authorities (Dacorum Borough Council and St Albans City and District Council) that will transform Hemel Hempstead and create attractive and sustainable new neighbourhoods and communities to the north and east of Hemel Hempstead, through the delivery of around 11,000 new homes and 10,000 new jobs by 2050.



Project illustrative masterplan

- 3.1.4 The application for development on this site, combined with the district's housing need, provides important context for the proposals now being brought forward.
- 3.1.5 The proposals will deliver a development comprising:
- Delivery of up to 1,500 new homes
 - Provision for a wide range of transportation options to minimise reliance on private cars
 - Delivery of significant publicly accessible green areas, including Suitable Alternative Natural Greenspace ("SANG") and Community Park
 - Planting, habitat creation and open space
 - Enabling a new care home, and other specialist accommodation for the elderly
 - A mixed-use local centre to support the needs of new and existing residents of Hemel Hempstead
 - a Sustainable Transport Corridor ("STC") and active travel routes that are integrated with the wider HGC development.

3.2 Policy context

- 3.2.1 The Applicants have complied with the Government's National Planning Policy Framework (NPPF) (2024) which states that "early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties." The NPPF also highlights that "good quality pre-application discussion enables better coordination between public and private resources and improved outcomes for the community."
- 3.2.2 St Albans City & District Council's adopted Statement of Community Involvement (2023) states: "Engaging the community before a planning application is submitted enables people to influence

proposals as they are being shaped. This early involvement helps to identify and address concerns before they escalate, supporting better outcomes for both Applicants and the wider community.”

- 3.2.3 The Council supports developers in engaging the public early in the design process and encourages meaningful pre-application discussions. The results of these discussions should be presented with the planning application as a supporting consultation statement. The supporting statement should identify, where possible, how problems and public objections have been addressed in the proposed development scheme, and how the Applicants have involved the community in line with the SCI.
- 3.2.4 The Applicants have sought to incorporate these points into its engagement programme. Government guidance and the Council's SCI encourage pre-application discussions and community involvement at an early stage in the design process. Therefore, prior to submitting the formal planning applications for the site, the Applicants undertook a programme of community consultation, as outlined in this SCI.
- 3.2.5 The Applicants have adhered to the guidance provided by the Council and has delivered a comprehensive consultation which has sought to engage with a wide variety of stakeholders.

4. Community engagement.

4.1 Consultation process

- 4.1.1 The consultation process for this proposal comprised two rounds of public consultation: the first in July-August 2025, and the second in September-October 2025. These both included an online public consultation hosted on a dedicated project website, social media advertising in the local area to support engagement, a physical invitational mailing to the local area, and ways to contact the project team to submit feedback or ask questions, including a dedicated freephone number and email address. The first round of consultation also included two in-person events, while the second round was online-only.
- 4.1.2 The first consultation took place between 14 July and 1 August 2025.
- 4.1.3 The second consultation took place between 1 and 19 October 2025.

4.2 Contacting statutory bodies

- 4.2.1 Pre-application discussion was held with officers at St Albans City & District Council and Hertfordshire County Council, which included over 10 pre-application meetings, and will continue throughout the submission and determination period. These discussions have been invaluable in helping to ensure that the planning application as submitted is consistent with local planning policy. Further information on engagement with statutory bodies is included within the Planning Statement.

4.3 Stakeholder engagement

- 4.3.1 The Applicants have been committed to engaging with local political and community stakeholders, and prior to consultation, contacted the following stakeholders to inform them about the proposals, arrange meetings (if desired), and provide them the opportunity to provide feedback.
- 4.3.2 The stakeholders engaged include:
- Hertfordshire County Council Executive Member for Environment, Transport and Growth
 - St Albans City & District Council – Leader
 - St Albans City & District Council – Redbourn Ward Members
 - St Albans City & District Council – Chair - Housing & Inclusion Committee
 - St Albans City & District Council – Vice-Chair Planning Policy & Climate Committee
 - Redbourn Parish Council

- Dacorum Borough Council – Leader
- Dacorum Borough Council – Place Portfolio Holder
- Dacorum Borough Council – Woodhall Farm ward members
- Dacorum Borough Council – Watling ward members
- St Albans Civic Society

4.3.3 Briefings were held with the St Albans Development Committee, on 2 June 2025, and with Dacorum Borough Council's Development Management Committee, on 11 June 2025. In each briefing, a presentation was given by the project team, and questions were asked and by members and responded to by team members.

4.3.4 A briefing was also given the Cllr Paul Zukowskyj, Cllr Adrian England, and Colin Haigh, to provide an update for them in their respective positions within Hertfordshire County Council.

4.3.5 The project team met with representatives of Redbourn Parish Council on 28 July 2025, Hertfordshire County Council on 29 July 2025, and St Albans City & District Council Redbourn ward members on 1 August 2025. The project team met Redbourn Parish Council again on Monday 20 October 2025. During the meetings, the following key aspects of the scheme were raised as considerations by parish councillors:

- Housing Mix & Affordable Homes
- Relationship to Hemel Garden Communities Framework
- Local Plan & Consultation
- Transport & Infrastructure
- Biodiversity & Hedgerows
- Community Integration
- Green Belt & Transport Modelling
- Construction Timeline & Phasing
- Public Transport & Bus Services
- Education Provision
- Site Management & Stewardship
- Community & Local Centre
- Sustainable Urban Drainage (SUDS) & Green Spaces
- Equestrian & Bridleways
- Water Management and Flooding
- Other Parcels & Future Development

4.4 Consultation website

4.4.1 A project website was set up to display information about the proposals and is being updated throughout the public consultation and planning process. The website is hosted at www.northhemel.co.uk and held virtual consultations from 14 July to 1 August, and 1 to 19 October 2025. Newsletters were distributed to nearby addresses on 7 July 2025 and 1 October 2025.

4.4.2 The purpose of this website was to enable the local community to explore the Applicants' proposals in detail and respond to them with their views, comments and suggestions.

- 4.4.3 The website address was printed on the invitation newsletter and relevant correspondence. The website includes:
- An overview of the proposals
 - Information about the Applicants
 - Details about the site and the planning history
 - Summary of the proposals
 - Key benefits
 - Online feedback form
 - Contact details including consultation email address and freephone enquiry line
- 4.4.4 The website was viewed 1,772 times across both consultation periods.
- 4.4.5 The website will continue to remain live throughout the planning process, being updated at key milestones as required.

4.5 Invitation newsletter

- 4.5.1 For the first round of consultation, a 2-page newsletter was distributed to 4,123 addresses around the proposed site. The addresses to which the newsletter was sent were chosen to reach as many people as reasonably possible on both east and west sides of the development to capture the views of both Woodhall Farm and Redbourn residents. The newsletter was delivered to these addresses on 7 July 2025.
- 4.5.2 The invitation newsletter contained the following information:
- Summary of the proposals
 - Information about Pigeon and Bloor Homes
 - Information about the consultation, the in-person events, and ways to provide feedback
 - Contact details including the website, consultation email address and freephone enquiry line
- 4.5.3 A copy of the newsletter and distribution area can be found in the Appendices.
- 4.5.4 For the second round of consultation, a 1-page letter was distributed to 621 addresses neighbouring the proposed site. The addresses to which the letter was sent were chosen due to their close proximity to the site. The letter was delivered to all addresses on 1 October 2025.
- 4.5.5 A copy of the letter and distribution area can be found in the Appendices.

4.6 Social media advertising

- 4.6.1 An initial engagement survey was undertaken to understand the priorities of residents in the local area in general and with respect to new developments. An advert linking to the survey was placed on Meta platforms (Facebook and Instagram) and achieved 2,903 clicks to the survey.
- 4.6.2 Promotion of the first round of consultation was supported by advertising on social media targeted at residents surrounding the proposed site. This was placed on Meta platforms (Facebook and Instagram) and achieved 1,057 link clicks to the survey.

- 4.6.3 Promotion of the second round of consultation was supported by advertising on social media targeted at residents surrounding the proposed site. This was placed on Meta platforms (Facebook and Instagram) and achieved 28,493 views and 5,729 clicks.
- 4.6.4 A copy of the advertising placements can be found in the Appendices.

4.7 Feedback form

- 4.7.1 Physical copies of the feedback forms were made available at the in-person events during the first round of consultation to either complete and submit at the event, or to take away, complete, and return back to the Applicant via freepost.
- 4.7.2 During the first and second rounds of consultation, feedback forms were made available digitally via the website. Hard copies of the feedback form were available to be posted upon request.
- 4.7.3 Across the initial engagement survey (201), first round of consultation (142), and second round of consultation (80), a total of 423 responses were received. 377 of these were submitted via online surveys promoted via Meta platforms, 22 via the project website's online feedback form, and 24 via paper feedback forms.
- 4.7.4 The questions used for the feedback forms and the responses received have been detailed in Section 5 of this document.

4.8 In-person events

- 4.8.1 During the first round of consultation, two in-person events were held. This allowed residents to view the proposals, meet with the project team, ask questions and provide feedback at two events held at venues close to the proposed site and nearby residents. The details of the events are as follows:
- 4.8.2 The first event was held on Monday 14 July 2025 at Aubrey Park Hotel, Hemel Hempstead Road, AL3 7AF, 3-7pm. This was attended by 46 people.
- 4.8.3 The second event was held on Wednesday 16 July 2025 at Brockwood Primary School, 2 Shenley Road, Hemel Hempstead HP2 7QH, 5-8pm. This was attended by 64 people.



Picture of exhibition from the second exhibition of the first consultation

4.9 Email address and freephone

- 4.9.1 Local residents and stakeholders could also provide feedback and ask the project team questions by email via northhemel@consultationonline.co.uk. This email address was also provided on the consultation invitation and consultation website.
- 4.9.2 All feedback received through the email inbox was acknowledged, and where required, responses were issued.
- 4.9.3 During the consultation, access to a freephone telephone number (020 3398 1590) was offered to those who wished to find out more about the proposals or to register their comments via telephone.
- 4.9.4 The freephone number used was operational throughout the consultation period and remains live. The information line provided voicemail facility for messages to be left and responded to by the project team.

5. Review of comments.

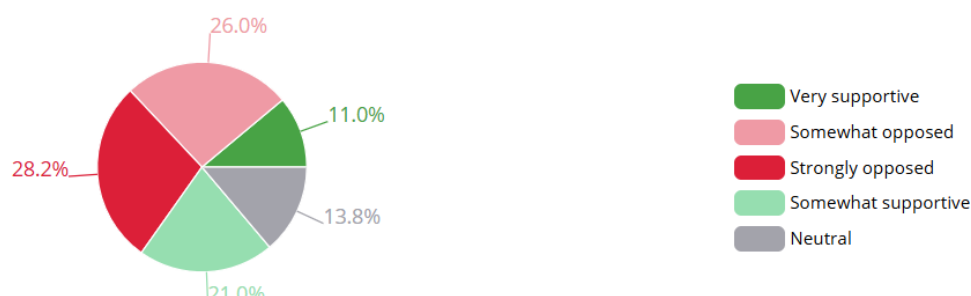
5.1 Overall feedback received.

- 5.1.1 This chapter presents the feedback received prior to and during both consultations separately.
- 5.1.2 Across the pre consultation survey (201), first round of consultation (142), and second round of consultation (80), a total of 423 responses were received. 377 of these were submitted via online surveys promoted via Meta platforms, 22 via the project website's online feedback form, and 24 via paper feedback forms.
- 5.1.3 Feedback on the proposals from residents was broadly negative towards the principle of development on this site and the construction of additional homes in the area. While many residents recognised a need for additional homes in the area, some residents expressed a vocal desire to protect the existing green fields and the character of the area, and an aversion to new neighbours and additional traffic in the area.
- 5.1.4 Many residents supported the delivery of 40% affordable homes being delivered as part of the 1,500 homes proposal. Furthermore, an even larger portion of respondents supported the delivery of a community park as part of the proposal, with an overwhelming majority of those who opposed this element doing so because they believed the existing green fields should not be built on in principle.

5.2 Pre Consultation Feedback analysis

- 5.2.1 The following analysis illustrates the feedback received via an online survey which was conducted prior to the consultation on the proposals. This was promoted via Meta platforms (Facebook and Instagram) and served as a preliminary insight into local residents' views and priorities in general and in relation to new development in Hemel Hempstead. The survey form consisted of seven questions – three of which included open comment space – asking residents about their area and their views on development and consultation. The survey was live between 16 June and 7 July 2025 and reached 15,921 accounts.
- 5.2.2 The online survey received 201 responses.

Q1. How do you feel about increasing the supply of homes in your local area?



- 5.2.3 Overall, 28.2% (51) were 'Strongly Opposed' to the premise of this question. 26.0% (47) indicated they were 'Somewhat Opposed'; 21.0% (38) indicated they were 'Somewhat Supportive'; 13.8% (25) indicated they were 'Neutral'; and 11.0% (20) indicated they were 'Very Supportive'.

Q2. What type(s) of housing would you most like to see delivered in your local area?



- 5.2.4 Overall, 21.8% (76) indicated they would most like to see 'Affordable rental housing' delivered in their local area. 20.7% (72) selected 'Smaller 1 and 2 bedroom homes'; 19.0% (66) selected 'Larger 3 and 4 bedroom family homes'; 17.8% (62) selected 'Older persons accommodation'; 13.8% (48) selected 'Affordable homeownership products, such as shared ownership'; and 6.9% (24) selected 'Other'.

- 5.2.5 Supported by the open comment section accompanying this question, feedback for this question reflects a wide range of responses, with the most frequent responses featuring support for 'Affordable Housing', 'Social / Council Housing', 'Family Homes', and 'Parking / Infrastructure'. The full summary of comments can be seen below.

Key theme	Total
Affordable Housing	22
Social Housing / Council Housing	10
Family Homes	10

Parking / Infrastructure	10
Opposition to Development	9
Mixed Housing / Range	9
Rental Housing	8
No More Flats	7
Shared Ownership Criticism	6
Housing for Young People	5
Green Space / Design	4
Housing for Older People	4
Local Residents Priority	2
Mental Health / Wellbeing	2

Q3. How would you prefer to be engaged or informed about upcoming development proposals?



5.2.6 Overall, 24.3% (117) selected 'Social media updates'. 19.3% (93) selected 'Online surveys'; 15.8% (76) selected 'Newsletters'; 15.6% (75) selected 'Community meetings'; and 12.9% (62) selected 'Local news/media'; 9.6% (44) selected 'Flyers/posters in public spaces'; and 2.9% (14) selected 'Other'.

5.2.7 Supported by the open comment section accompanying this question, feedback for this question reflected a preference for email and social media in particular. The full summary of comments can be seen below.

Key theme	Total
Email	30
Social Media	21
Newsletter	8
Flyers / Leaflets / Letters	7
Online / Website	7
Surveys	6
Public Meetings / Forums	6
Libraries / Public Spaces	2
No Engagement / Cynicism	2

Q4. What are your top considerations when evaluating a new development proposal?

5.2.8 This question consisted of eight pre-selected options – and a ninth option for ‘Other’ where respondents could support their option with a free text box – which respondents could rank in order of preference.

Option	Rank
Good design	1
Affordable homes	2
Range of home sizes	3
Access to public transport	4
Play & community space	5
Community Infrastructure (e.g. Schools, GPs)	6
High quality landscaping and ecological enhancements	7
Sustainability & environment	8
Other - you can provide your comments on the next page	9

5.2.9 The ranking chart above shows which answers or options are most preferred. Each time a respondent ranks an item, it gets a score based on its position. The scores are then averaged across all responses and the results are displayed in order, with the most popular choices appearing at the top.

- 5.2.10 Good design was ranked most important, followed by affordable homes, and sustainability and environment ranked least important.
- 5.2.11 Supported by the open comment section accompanying this question, feedback for this question reflected the top considerations being 'Infrastructure / Public Services', 'Hospital / Healthcare provision', 'Parking', and 'Community / Local Identity' as the most frequent comments. The full summary of comments can be seen below.

Key theme	Total
Infrastructure / Public Services	97
Hospital / Healthcare	71
Parking / Traffic	57
Community / Local Identity	40
Green Belt / Environmental Concerns	28
Other / Unclassified	24
Affordability / Housing Costs	19
Design / Density / Style	12
Youth / Recreation / Wellbeing	12
Opposition to Development	8

Q5. What do you love most about your local area?

- 5.2.12 This question consisted of an open text box for respondents to provide their views.
- 5.2.13 Supported by the open comment section accompanying this question, feedback for this question reflects an overwhelming love of the area's 'Green Spaces / Countryside'. This was distantly followed by 'Community / Atmosphere'. The full summary of comments can be seen below.

Key theme	Total
Green Spaces / Countryside	69
Community / Atmosphere	15
Nothing / Negative Sentiment	9
Transport / Accessibility	7
Local Amenities / Shops	7

Q6. What would you like to see changed or improved in your area?

5.2.14 This question consisted of an open text box for respondents to provide their views.

5.2.15 Supported by the open comment section accompanying this question, feedback for this question reflects respondents would like to see 'Hospital / Healthcare provision', 'Infrastructure / Roads', 'Town Centre / Shops / Amenities', and 'Community / Events / Youth services' receive the most improvement. The full summary of comments can be seen below.

Key theme	Total
Hospital / Healthcare	63
Infrastructure / Roads	48
Town Centre / Shops / Amenities	41
Community / Events / Youth	36
Parking	27
Other / Unclassified	23
Housing / Development	23
Public Transport	16
Policing / Crime / Safety	12
Cleanliness / Waste / Bins	11
Green Space / Environment	11
Cycle / Pedestrian Infrastructure	9

Q7. What would make you more likely to support a development proposal?

- 5.2.16 This question consisted of an open text box for respondents to provide their views.
- 5.2.17 Supported by the open comment section accompanying this question, feedback for this question reflected the factors which would most influence residents' likelihood of supporting a development proposal as being 'Hospital / Healthcare provision', 'Infrastructure / Roads / Transport', and 'Local Priority / Community', as the most frequent comments. The full summary of comments can be seen below.

Key theme	Total
Hospital / Healthcare	55
Infrastructure / Roads / Transport	33
Local Priority / Community	21
Opposition / Cynicism	8
Affordability / Social Housing	8
Green Belt / Environment	7
Design / Density / Style	5
Parking	4
Retail / Leisure / Amenities	1

- 5.2.18 The feedback gathered during this preliminary survey was carefully reviewed by the team and incorporated into the emerging proposals, which were subsequently shared and consulted on as part of the wider engagement process.

5.3 Consultation 1 Feedback analysis

5.3.1 The following analysis illustrates the feedback received via the online and paper feedback forms received during stage one of the consultation. The feedback form consisted of four specific questions spanning the different elements of the proposal, as well as a fifth question offering respondents the opportunity to provide general comments and views on the proposals.

5.3.2 142 pieces of feedback were provided from the following sources:

- Survey: 102
- Paper feedback form: 24
- Website: 16.

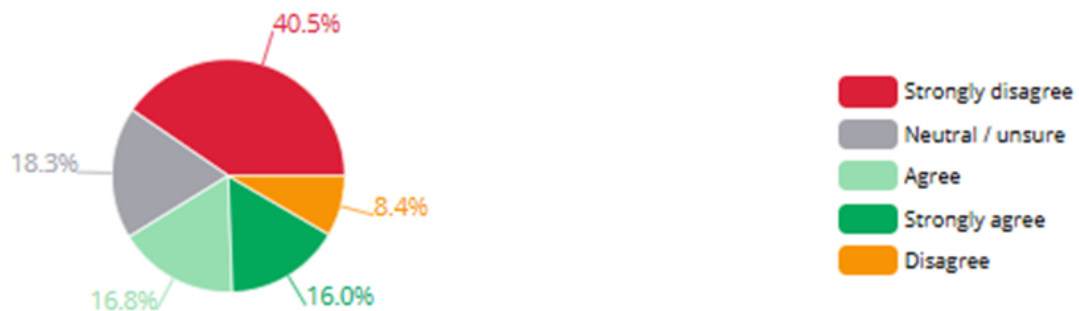
Q1. To what extent do you agree with delivering a new neighbourhood community comprising 1,500 new homes on this site?



5.3.3 Overall, 54.8% (74) of responses indicated they '*Strongly disagreed*' with delivering this element of the proposal. 16.3% (22) indicated they were '*Neutral / unsure*', 14.1% (19) indicated they '*Disagreed*', and 7.4% (10) both '*Agreed*' and '*Strongly agreed*' with this statement, respectively.

5.3.4 Supported by the open comment section accompanying this question, feedback for this question reflects negativity towards the principle of development on this site, with the major objection being to the development of Green Belt land, as well as a lack of local infrastructure and services, and traffic and character impacts on surrounding residential areas. Just over three quarters of responses were opposed to this question, demonstrating staunch opposition to the principal of development on this site.

Q2. To what extent do you support 40% of these 1,500 new homes being delivered as affordable homes?



5.3.5 Overall, 40.5% (53) 'Strongly disagreed' with delivering this element of the proposal. 18.3% (24) indicated they were 'Neutral / unsure'; 16.8% (22) indicated they 'Agreed'; 16% (21) expressed 'Strong agreement'; and 8.4% (11) expressed 'Disagreement'.

5.3.6 Supported by the open comment section accompanying this question, feedback for this question reflects a belief that, even if respondents are supportive of affordable homes being delivered, they are sceptical that the homes will be genuinely affordable for regular, local people. Conversely, there were also comments which questioned the type of people who would live in affordable homes. It should be noted while 50% of responses were against the question, one third of respondents were supportive or strongly supportive of the proposal, and less than one third were neutral / unsure. This demonstrates a mixed, non-homogeneous view of the proposals amongst local residents.

Q3. To what extent do you support the delivery of the proposed community park?



5.3.7 Overall, 36.6% (49) 'Strongly disagreed' with delivering this element of the proposal. 24.4% (34) expressed 'Strong agreement'; 20.9% (28) indicated they 'Agreed'; 13.4% (18) indicated they were 'Neutral / unsure'; and 3.7% (5) expressed 'Disagreement'.

5.3.8 Supported by the open comment section accompanying this question, some feedback for this question reflected a view that retaining the existing green belt land would be preferable compared to a community park as part of a wider development of the site. Many consultees used this

comment section to extend their opinion that the site should not be developed on regardless of benefits brought forward as part of a wider scheme. However, on the principle of delivering a community park, 46.3% were in favour of this.

Q4. Which elements of the proposal are most important to you?

- 5.3.9 This question consisted of eight set options to select from, plus an 'Other' option. Regardless of answers selected, respondents could also provide responses in a free text box. The 90 responses to this multiple-choice question can be viewed in the table below.

Key theme	Total
Significant financial contributions for local infrastructure (such as highways, education and health facilities)	57
Public open space (amenity space, Community Park, play provision)	56
A new primary school (including early years provision)	42
Delivery of 10%+ biodiversity net gain (via new woodland, retained mature trees and hedgerows, grassland and habitat creation)	38
Other	37
Delivery of much-needed new and affordable housing	31
A new local centre and mobility hub	21
New pedestrian and cycle links	20
Allotments	19
TOTAL RESPONSES	321

- 5.3.10 Supported by the open comment section accompanying this question, feedback for this question showed significant support for financial contributions towards local infrastructure and the delivery of public open space. This is also reflected comments from prior questions of a scepticism that existing infrastructure in the area is sufficient. Support for a new primary school and delivering of 10% BNG was also very popular. The remaining four specific options provided received a relatively even spread of support. Affordable housing was relatively well-supported, with a new local centre and mobility hub, pedestrian and cycle links, and allotments receiving soft support.

Q5. Do you have any other comments you would like us to consider?

- 5.3.11 This question offered respondents the opportunity to provide more general considerations and views about the proposals. The question provided a free-text comment box, where respondents could leave any concerns or queries related to the overall proposal.
- 5.3.12 The majority of comments were negative towards the premise of the proposal and its negative externalities – whether perceived or actual. Comments expressing objection or concerns tended to focus on the traffic impact, the loss of Green Belt land, and concern that local services would not be able to cope with more residents.
- 5.3.13 Examples of the comments provided have been listed below:
- *"Have you taken into consideration the currents residents? This is not the area for a new estate, this is countryside not a housing plot"*
 - *"As i said. Just leave those nice fields as it is. We don't want more people more cars and less untouched nature near us."*
 - *"Infrastructure in Hemel Hempstead is already overburdened and most residents in Woodhall Farm would disagree with 1,500 new homes being built on the proposed site without an improvement to the current health facilities."*
 - *"Will out infrastructure be affected? Water pressure, drainage, doctors, schools for both junior and senior children be available? Shops (corner) for shopping, etc."*
 - *"Without the infrastructure being in place no housing should go ahead".*
 - *"Overall, the swamping of green belt east and north of Hemel will cause severe congestion on the roads, utilities under stress, local amenities used by people who do not belong to Dacorum and statutory services spread too thinly over a wide area. In order to provide local on site shops will come last as will the school (if it built at all)."*

5.4 Consultation 2 Feedback analysis

- 5.4.1 The following analysis illustrates the feedback received via the online feedback received during stage two of the consultation. The feedback form consisted of two open ended questions offering respondents the opportunity to provide general comments and views on the proposals. Respondents could provide feedback via the website's feedback form or via the survey promoted on social media channels. The questions across the website and social media were the same.
- 5.4.2 Feedback was provided from the following sources: total – 80; social media survey – 74; website – 6. 80 pieces of feedback were provided from the following sources:
- Social media survey: 74
 - Website: 6

Q1. Do you have any further comments about our proposals?

- 5.4.3 This question solely consisted of an open text box which respondents could provide their feedback towards the question posed. A summary of the most frequently mentioned key themes can be viewed in the table below. This question received 57 responses.

Theme	Comment frequency	Description
Infrastructure / Public Services	20	Concerns about hospitals, schools, roads, transport, and medical services.
St Albans vs Hemel Hempstead	13	Concerns about boundary issues and impact on Hemel Hempstead from St Albans plans.
Opposition / Objection to Development	13	General objections and strong opposition to the proposed development.
Green Belt / Environmental Concerns	13	Mentions of protecting Green Belt, countryside, wildlife, and using brownfield sites.
Community Impact / Consultation	8	Feedback on lack of consultation and impact on local community identity.
Overdevelopment / Too Many Homes	7	Criticism of the scale of development, congestion, and strain on resources.
Housing Affordability / Social Housing	6	Comments on unaffordable housing and need for social housing for local families.
Positive Feedback / Support	4	Supportive comments about green spaces and excitement for development.

- 5.4.4 Feedback for this question showed a general opposition to development, with a significant concern for local infrastructure becoming overwhelmed, loss of Green Belt land, and impact on the local community and identity of St Albans and Hemel Hempstead. There was also concern for overdevelopment of the area and this proposal adding to this, and scepticism towards the

affordability of homes. There were however some supportive comments towards the proposals, in particular the green spaces and principal of developing new homes for local residents.

5.4.5 Examples of the comments provided have been listed below:

- *"Too many units or the space, which we can only assume will be small hutch like housing with outside space."*
- *"Too many locally unaffordable homes being built. Local people will not be able to afford to buy them."*
- *"We have enough new builds in the area. Putting more strain on our non existent hospital and over stretched doctors surgeries."*
- *"Don't do this as it's almost joining Hemel with Redbourn."*
- *"There should be Social Housing to house families who can't afford "affordable homes" which are actually not affordable at all!!!!".*
- *"Continually building on fields is unsustainable. Plenty of urban sites for development elsewhere in country."*
- *"Don't build and protect what little green space there is left in Hemel."*
- *"I object to more housing, the town is already congested and always losing facilities rather than gaining. Where are the schools, dentists, hospital?"*
- *"Get started"*

Q2. Is there anything else you would like us to consider incorporating into our plans?

5.4.6 This question solely consisted of an open text box which respondents could provide their feedback towards the question posed. A summary of the most frequently mentioned key themes can be viewed in the table below. This question received 69 responses.

Theme	Comment frequency
Local infrastructure impact	40
St Albans vs Hemel Hempstead / Boundary Issues	25
Green Belt / Environmental Concerns	21
Community Impact / Consultation	12
Opposition to Development	11
Public Services / Amenities	10
Housing Affordability / Social Housing	5
Overdevelopment / Too Many Homes	3

5.4.7 While this question asked respondents to provide suggestions to the Applicant for what they would also want to see considered for including in the proposal, most respondents took this as an opportunity to reiterate their initial concerns. Most significantly, this represented concern for local infrastructure, St Albans and Hemel Hempstead boundary issues, and concern for developing on Green Belt land. Other less frequent themes included community impact and consultation, opposition to the principal of development at this location, including over development. Themes which were infrequently mentioned included scepticism at housing affordability, impact on local internet due to an increase in residents, and consideration for bridleways.

5.4.8 Examples of the comments provided have been listed below:

- *"The additional traffic is going to be pushed on to single lane rural lanes which is unacceptable. The rural nature of the ANOB will be altered and will also impact the 1000s of cyclist who use Gaddesden Lane and Gaddesden Row."*
- *"Making all pedestrian/cycling routes fully accessible for wheelchair and mobility scooter. The Nickey Line for instance, needs to have all access points made accessible."*
- *"Yes, GP Surgeries large enough to support this new community, ALL funds for infrastructure e.g. roads and money towards a functioning hospital in Hemel Hempstead."*
- *"Build the North East Relief Road as existing roads cannot cope. The substantial community money should be given to Dacorum Borough Council as your Advisors stated that he expects residents to use facilities within the Hemel Hempstead area."*
- *"Redbourn Road and Cherry Tree will be grid locked. Need better access to Motorway for that many homes."*
- *"How about Drs Surgery and Treatment centre so that already oversubscribed local surgery's are not even more stretched."*
- *"An additional GP surgery and dentist would be good considering the hundreds of new homes being built."*
- *"Hospital, water supply, traffic congestion out of town, schools, use of other brownfield sites"*

5.5 Feedback received via email or phone.

5.5.1 Across all stages of the consultation, six enquiries were received via email by members of the general public. This comprised both questions for further information and feedback.

5.5.2 No comments were provided by telephone.

Theme	Comment frequency	Description
Overdevelopment	3	Concern at additional homes causing the area to become overdeveloped
School and Healthcare Infrastructure	2	Comments about overstretched schools, lack of medical facilities, and insufficient local services.
Heritage and Character	2	Concern at loss of local identity and merging of St Albans and Hemel Hempstead
Request for further information	2	This included a request for a detailed map, a timeline of development, information on road layouts, and construction compensation.
Environmental & Biodiversity Concerns	1	Objections related to loss of Green Belt space, wildlife habitats, and natural landscape degradation.
Location Objection	1	Criticism of the placement of football pitches within the proposals as this would cause light pollution from flood lights.
Traffic and Road Safety	1	Concerns about congestion, dangerous access points, and increased vehicle flow near schools and residential areas.

6. Response to comments.

6.1 Applicants' responses to feedback received

- 6.1.1 All comments received have been reviewed by the project team. Many of the issues raised are covered in the documents which accompany this response.
- 6.1.2 From the beginning of the consultation period, the Applicants responded directly to a number of specific enquiries and questions relating to the proposals and individual responses were drafted and issued.
- 6.1.3 The Applicants have considered and responded to comments raised by residents as part of the public consultation through the below table, and in subsequent meetings.

Key theme raised

Feedback received	Applicant's response
Loss of Green Belt land	<i>The draft St Albans City and District Council Local Plan allocates the site for residential development of 1,500 (indicatively) homes and a range of other uses. The site is allocated by draft Local Plan Policy H1.</i> <i>The draft Local Plan proposes a new Green Belt boundary within the eastern area of the site that follows the alignment of the overhead powerlines. The proposals will provide strategic planting within proximity to the overhead powerlines to strengthen this new Green Belt boundary.</i> <i>The Applicant has ensured that in developing the illustrative masterplan that green infrastructure is a key focus. This includes a Community Park and SANG to the east of the Green Belt boundary. These spaces will remain undeveloped in perpetuity and will ensure a green buffer is retained between the Site, the M1 and Redbourn.</i>
Strain on local services	<i>The proposed development will deliver a range of local services on-site, including a new primary school, a new local centre, accommodation for older people, a care home, and new green spaces and sports pitches.</i> <i>If approved, the planning permission will also include a number of financial contributions towards local services and transport infrastructure. The exact contributions will be agreed as part of the determination of the application but is likely to include contributions for infrastructure improvements and contributions to childcare, library and waste management services.</i>

Impact on local road network and public transport	<i>Extensive pre-application dialogue has been held with Highway Officers at the Hertfordshire County Council to discuss the proposed development. This has included discussions on the proposed road improvements that will be delivered on-site as part of the proposed development, proposed off-site road improvements that will be secured via S278 agreement, and discussions with bus operators.</i> <i>The impact on the local road network has been considered within the supporting Environmental Statement and Transport Assessment. As noted above, appropriate mitigation is proposed to minimise impacts on the local road network, and these mitigation improvements will be secured as part of any planning permission.</i>
Pedestrian movement	<i>Pedestrian routes through the site has been a key consideration in the development of the parameter plan and illustrative masterplan. The accompanying Land Use and Green Infrastructure Parameter Plan shows key east west routes through the Site to enable the development to connect to wider pedestrian routes and PRowS. The development will also deliver north south routes through the Site that will connect to the wider HGC development, including to East Hemel to the south.</i>
Parking provision	<i>The proposed car parking provision will be determined at the reserved matters stage, but it will include provision for electric vehicle charging. Secure cycle parking will be provided.</i>
Affordable housing	<i>The Applicant's plans represent an opportunity to deliver around 1,500 new homes, including up to 40% affordable housing, alongside extensive areas of enhanced public open space for the benefit of the whole community.</i>
Housing mix	<i>A mixture of housing will be delivered, but the exact mix will be determined at subsequent reserved matters stages.</i>
Do the houses have garages, at least a single for bikes, garden equipment, tools and/or a car?	<i>Some, but not all, of the houses will have garages. All homes will have storage for a bike.</i>

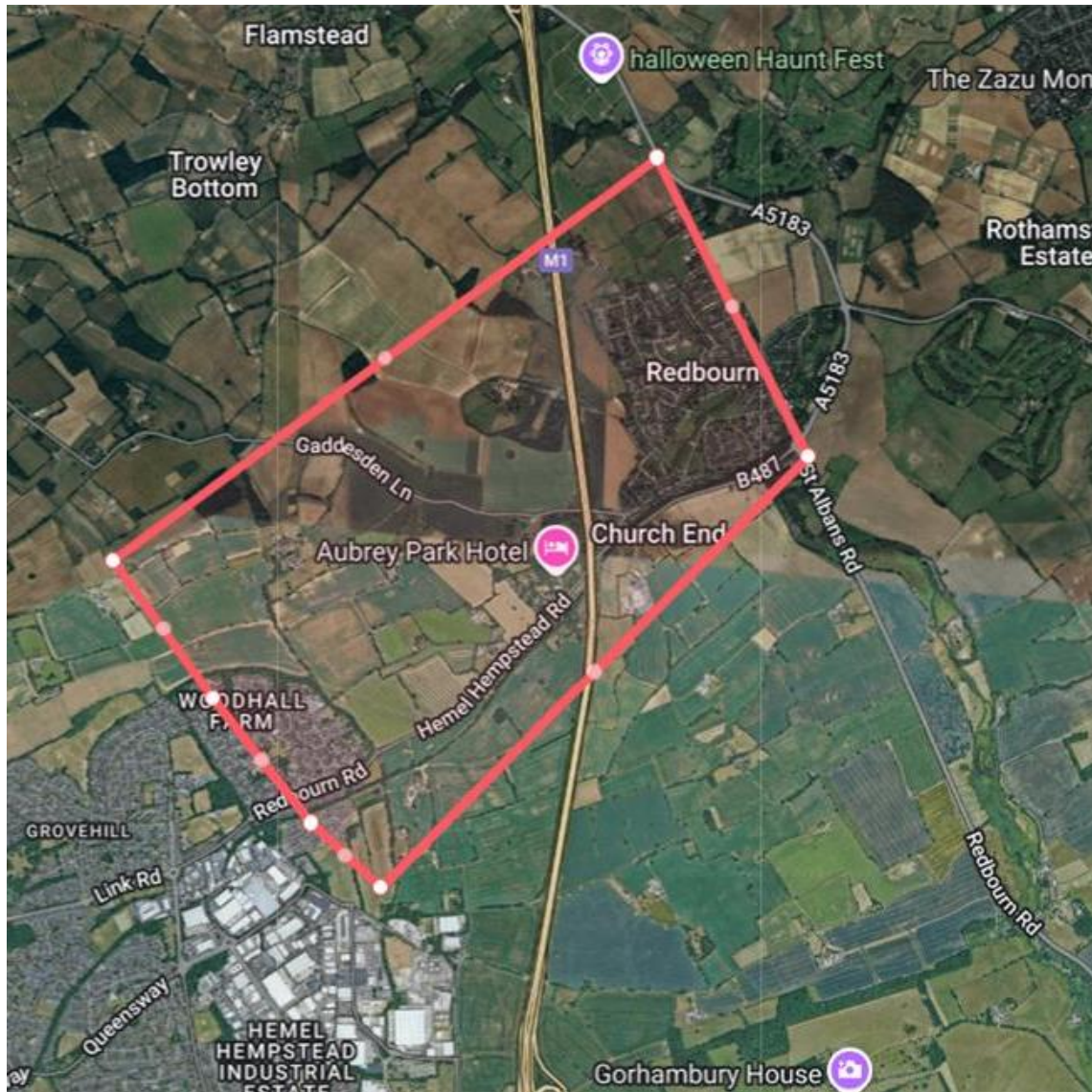
7. Conclusion.

7.1 Concluding statement

- 7.1.1 The preliminary survey, conducted prior to the public consultation on these proposals, allowed the Applicant to understand the priorities of local residents and their attitude towards new housing developments, which helped shape the plans and consultation process. Two rounds of consultation, both lasting 19 days each, provided opportunity for local residents, businesses, and stakeholders to inform the proposals, ask questions, provide feedback, voice concerns and have discussions with the project team.
- 7.1.2 Multiple platforms of engagement have been deployed to aid accessibility and maximise engagement, which has ensured that the local community have been fully involved in the engagement process.
- 7.1.3 Opportunities to provide feedback and engage with the project team were available in-person, online, by phone, by post, and by email. This feedback has been considered by the project team and has helped to shape the illustrative masterplan.
- 7.1.4 Throughout the pre-application period, the Applicants worked closely with St Albans City & District Council to ensure key officers and councillors were made aware of the proposals and consultation activities to develop a holistic proposal which is of high quality and delivers significant benefits to the local community.
- 7.1.5 The Applicants would like to thank all members of the local community and others who have taken the time to participate in the consultation, ask questions and provide feedback. The Applicants will continue to engage with the local authority, local stakeholders, and the surrounding community post-submission.

8. Appendices.

Appendix A – Consultation 1 newsletter distribution area



Development Proposals for North Hemel Hempstead

July 2025



Bloor Homes and Pigeon invite you to a public consultation for our development proposals known as North Hemel.

Bloor Homes and Pigeon are working together to bring forward proposals for a high-quality residential led scheme.

The Site is located to the north east of Hemel Hempstead, on the northern side of the B487, approximately 4km north east of Hemel Hempstead's town centre. It is identified in the submitted St Albans City and District Council Local Plan (Site H1 – North Hemel Hempstead) to provide a new neighbourhood extension, with up to 1,500 new homes.

The Site also forms part of the proposed Hemel Garden Communities (HGC) Growth Areas. Bloor Homes and Pigeon are working closely with HGC and its partners, including St Albans City and District Council, Dacorum Borough Council, Hertfordshire County Council and other key landowners including The Crown Estate in the formation of the emerging proposals.

As part of our community engagement activities, we would like to invite you to our first public consultation to meet our team, view the emerging scheme and provide us with your feedback on our plans before we submit an outline planning application later this year.



What is proposed:

The emerging concept masterplan is at an early stage, but is likely to include:

- Extensive new public open space, including amenity space, Community Park, play provision and allotments
- New footpaths and active travel routes promoting sustainable transport
- A new primary school, including early years provision
- A local centre and mobility hub to enhance community connectivity
- The delivery of new woodland, hedges, trees, grassland and habitat creation to provide landscape and biodiversity benefits
- Up to 1,500 new homes, including 40% affordable housing and accommodation for older people
- Financial contributions for infrastructure such as highways, education and health facilities

What is an Outline Planning Application?

An outline planning application focuses on the principle and nature of development and sets parameters for the quantum of development. Specific details such as the appearance, layout, landscaping and scale of the development, are not finalised at this stage and will be subject to separate applications in the future.





Public Consultation

When?

Our virtual exhibition will be live between **Monday 14th July** and **Friday 1st August 2025**. You can access the online consultation by visiting our project website at www.northhemel.co.uk or scanning the QR code below.



We will also be holding two in-person drop-in exhibitions:

On: **Monday 14th July 2025**

At: **Aubrey Park Hotel, Hemel Hempstead Road, AL3 7AF**

Between: **3 pm and 7 pm**

AND

On: **Wednesday 16th July 2025**

At: **Brockwood Primary School, 2 Shenley Road, Hemel Hempstead, HP2 7QH**

Between: **5 pm and 8 pm**

Members of the project team will be on hand to answer any questions and provide further information on the proposals.

How can you comment on the plans?

- Complete the online feedback form on the project website.
- Complete a hard copy feedback form at an in-person exhibition.
- Provide comments via email to northhemel@consultationonline.co.uk.
- Provide comments via the Freephone line via 020 3398 1590.

BLOOR HOMES

Bloor Homes was established in 1969 when John Bloor founded the company and built its first home. More than fifty years later, it is one of the largest privately owned housebuilding groups in the UK.

As a family-owned business, we undertake consultation, commit to responsible development, and stay involved with its new communities over the long-term.

Pigeon

Pigeon is a property company with a talented team of experts in land promotion, commercial and residential development, and property investment operating within the East and South East of England.

Pigeon has significant experience and expertise in bringing together teams of leading designers and specialist advisors to deliver high-quality residential and mixed-use sustainable communities, including a number of schemes within Hertfordshire.

Pigeon believes that engaging with the people that live and work near the scheme helps to deliver high-quality designs – an approach that has been highly commended by local communities and local authorities.



Getting in touch

If you are unable to attend our public exhibition and have any questions about the proposals, please get in touch with the project team by calling our freephone line on 020 3398 1590 or emailing northhemel@consultationonline.co.uk.

Development Proposals for North Hemel Hempstead

Feedback Form



Privacy Statement

By filling in this form, you are agreeing that Cavendish Consulting can hold and process your personal data in relation to this public consultation exercise.

- Cavendish will only share your personal data with the project team for planning evaluation purposes.
- Your identifiable, personal data will not be used for any other purposes without your consent. Cavendish and the project team will use your data to:
- Send you updates about the project (where you provide us with your contact details).
- Develop a Statement of Community Consultation (or similar document) about this public consultation that will be submitted to the planning authority or similar body; this will be a publicly available document. Your comments will be anonymous, and we will only identify you in these reports with your express permission.

If you provide us with your contact details, we might also contact you to ask more about the comments you've made.

Your Details

Title (Miss/Mrs/Ms/Mr/Other):

First Name or Initial:

Surname:

Postcode:

Age Group (please circle):

Under 13	13-17	18-24	25-34	35-44
45-54	55-64	65-74	75-84	85+

Your Contact Details (Optional)

Address:

Telephone:

Email:

I do not wish to provide personal details but can confirm that I am over the age of 13 ☐

We will use these details to contact you and update you on the proposals. If you'd rather we didn't contact you, please tick this box ☐

Data Protection

We process all Personal Data in accordance with the UK General Data Protection Regulation, the EU General Data Protection Regulation 2016/679 (together the "GDPR") and the Data Protection Act 2018. Your Personal Data will not be transferred outside the UK or European Economic Area (the EU member states plus Norway, Iceland and Liechtenstein). To see our full Privacy Notice and find out how to exercise your data subject rights, please visit cavendishconsulting.com/dp or contact us by phone on 01962 893 893, or email at dataprotection@cavendishconsulting.com.

1. To what extent do you agree with delivering a new neighbourhood community comprising 1,500 new homes on this site?

☐ Strongly agree ☐ Agree ☐ Neutral / unsure ☐ Disagree ☐ Strongly disagree

Comments:

2. To what extent do you support 40% of these 1,500 new homes being delivered as affordable homes?

☐ Strongly agree ☐ Agree ☐ Neutral / unsure ☐ Disagree ☐ Strongly disagree

Comments:

3. To what extent do you support the delivery of the proposed community park?

☐ Strongly agree ☐ Agree ☐ Neutral / unsure ☐ Disagree ☐ Strongly disagree

Comments:

4. Which elements of the proposal are most important to you? Tick all that apply.

- | | |
|--|---|
| ☐ A new primary school (including early years provision) | ☐ A new local centre and mobility hub |
| ☐ Public open space (amenity space, Community Park, play provision) | ☐ Delivery of 10%+ biodiversity net gain (via new woodland, retained mature trees and hedgerows, grassland and habitat creation) |
| ☐ Delivery of much-needed new and affordable housing | ☐ Significant financial contributions for local infrastructure (such as highways, education and health facilities) |
| ☐ Allotments | ☐ Other (please specify below) |
| ☐ New pedestrian and cycle links | |

Comments:

5. Do you have any other comments you would like us to consider?

Comments:

Welcome



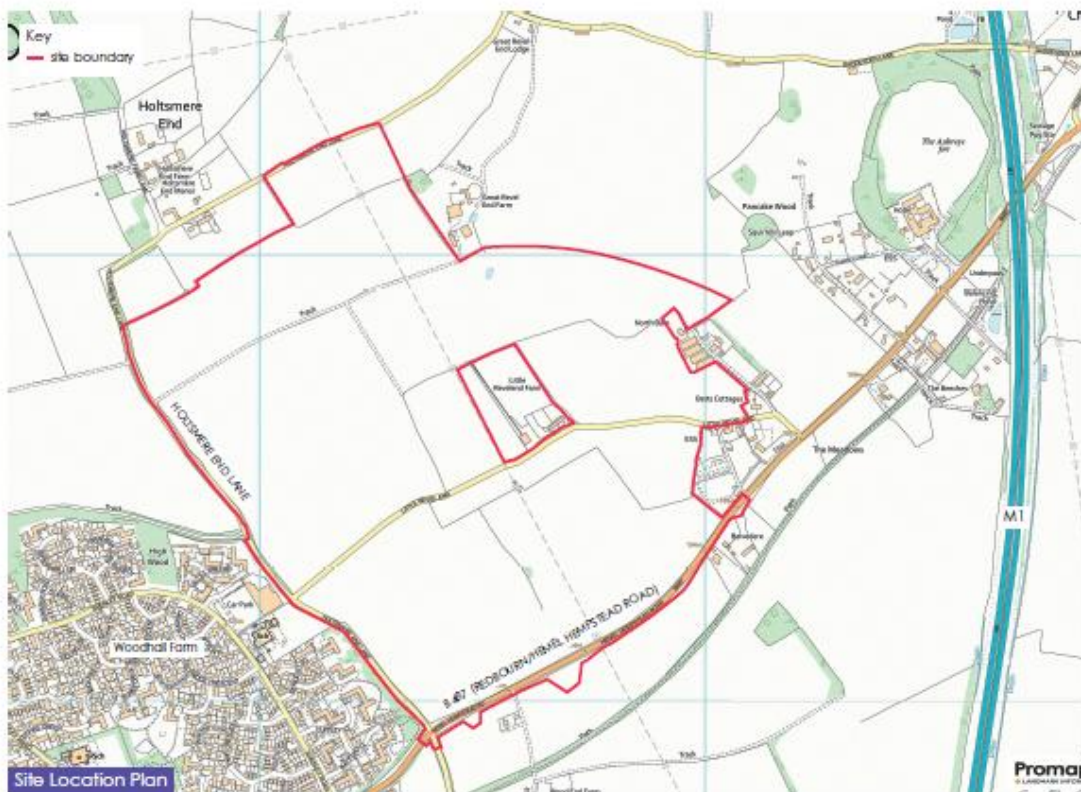
Welcome to our public consultation for North Hemel Hempstead

Bloor Homes and Pigeon are working together to bring forward proposals for a new neighbourhood at North Hemel Hempstead.

The emerging proposals comprise new homes (including affordable housing and homes for older people), a primary school, a local centre, extensive areas of open space,

including a community park, together with all supporting infrastructure.

Please take the time to view our emerging proposals presented here today, speak to members of the project team and submit your feedback at the consultation event or via our dedicated consultation website.



Contact details:

✉ northhemel@consultationonline.co.uk
☎ 020 3398 1590
🌐 www.northhemel.co.uk

Scan the QR code to fill in
our online feedback form



www.northhemel.co.uk



northhemel@consultationonline.co.uk



020 3398 1590

The Site

The site is identified in the submitted Draft St Albans City and District Council Local Plan (Site H1 – North Hemel Hempstead Broad Location) to provide a new neighbourhood extension, with up to 1,500 new homes.

The site forms part of the proposed Hemel Garden Communities (HGC) and is located to the north east of Hemel Hempstead.

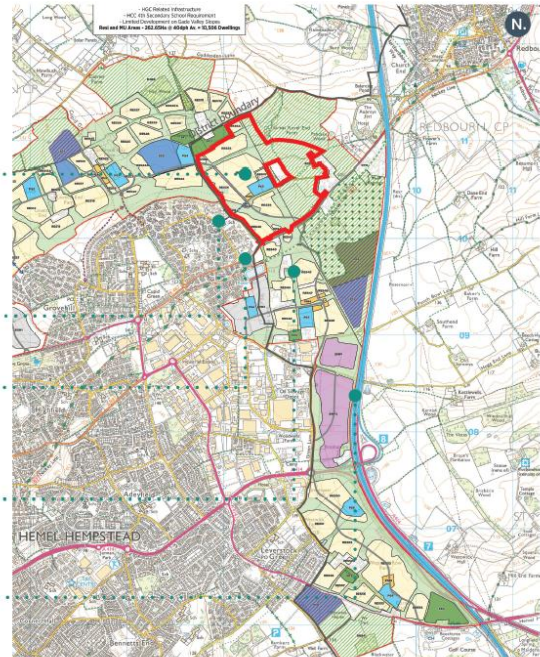
Hemel Garden Communities is an ambitious development project backed by the local authorities that will transform Hemel Hempstead and create attractive and sustainable new neighbourhoods and communities to the north and east of Hemel Hempstead, through the delivery of around 11,000 new homes and 10,000 new jobs by 2050.

The Site (North Hemel)

Woodhall Farm B487 (Redbourn/Hemel Hempstead Rd)

East Hemel Site

M1



www.northhemel.co.uk

northhemel@consultationonline.co.uk

020 3398 1590

Placemaking

BLOOR HOMES

Pigeon

The placemaking concept for North Hemel Hempstead has been informed by Hemel Garden Communities' vision comprising four thematic pillars, all of which reinforce the aspiration to promote healthy lifestyles and respond to the climate crisis.



A GREEN NETWORK

A network of green routes, travel and places will support healthy lifestyles, biodiversity, climate resilience, environmental sustainability and the wellbeing of local communities.



A SELF SUSTAINING ECONOMY

Innovation in sustainability, circular economy principles and digital connectivity will be key employment drivers in Hemel Garden Communities and provide a strong theme for the economic identity of the town.



INTERGRATED NEIGHBOURHOODS

Hemel Garden Communities will be made up of a series of walkable neighbourhoods, connected to each other with individual distinct identities, exemplar design and sustainability standards, centered upon lively, inclusive centres.



ENGAGED COMMUNITIES

Connected and engaged communities will be active participants in the transformation of Hemel Garden Communities. Cultural and heritage activity, public art, knowledge and skill exchange and enterprise will all play a role, now and in the long term.



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northhemel@consultationonline.co.uk

020 3398 1590

Connectivity

BLOOR HOMES

Pigeon

The site is surrounded by an extensive network of pedestrian and cycle routes, including direct pedestrian and cycle links to various parts of Hemel Hempstead and the wider landscape.

The Nickey Line

Directly south of the site, the Hemel Hempstead to Redbourn and Harpenden and is part of national cycling route 57 (Oxford to Welwyn Garden City).

HGC Green Loop

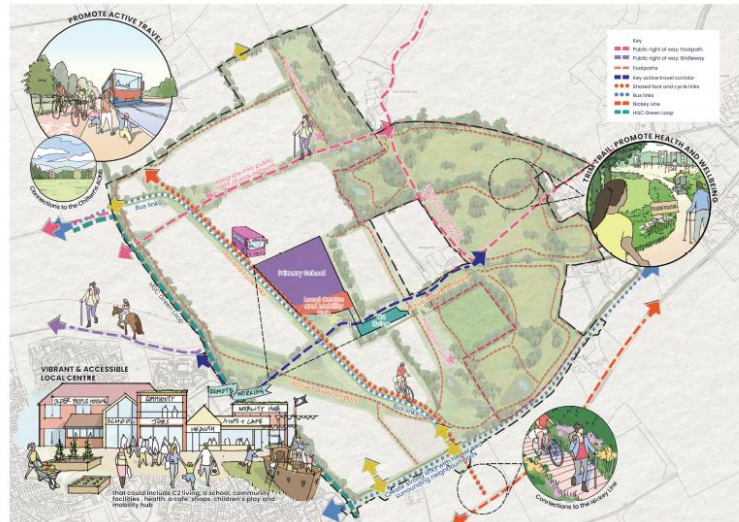
The HGC Green Loop will be an active travel route that runs along Holtesmere End Lane, providing connectivity to the surrounding area.

Public transport

The proposals will improve the frequency of buses, including the Route 46, to run later and more regularly for both new and existing residents.

A connected place

Central to the proposals will be the creation of a Strategic Transport Corridor (STC), which will link North Hemel to the wider HGC proposals, including East Hemel to the south.



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northhemel@consultationonline.co.uk

020 3398 1590

Our emerging proposals

BLOOR HOMES

Pigeon

The scheme will:



- be sensitivity designed to respond to and respect its surroundings
- deliver up to 1,500 new homes of different sizes and ownership types
- provide up to 600 affordable homes for rent or shared ownership
- include accommodation designed for older people's needs



- incorporate a new local centre and mobility hub to enhance community connectivity
- promote sustainable travel by creating new pedestrian and cycle links
- provide a new primary school including early years provision



- create extensive new publicly accessible open space, including a community park
- provide children's play provision for different age groups across the development
- include community allotments for new and existing residents



- provide substantial financial contributions for local infrastructure such as highways, education and health facilities



Indicative masterplan

www.northhemel.co.uk

northhemel@consultationonline.co.uk

020 3398 1590

Landscape

BLOOR HOMES

Pigeon

Central to the proposals will be a new Community Park, which covers around 30ha of the eastern part of the site and will provide a significant recreational and wildlife resource for both new and existing residents. The Park will include public footpaths, new circular walks, woodland and tree planting, providing benefits to biodiversity through habitat creation.



Indicative landscaping features

Blue and green infrastructure

An interconnected green and blue (water related) infrastructure framework (comprising retained trees and hedges, new green space, planting, habitat creation and drainage features) is an important part of the placemaking vision for North Hemel Hempstead.

The overriding principle is that the green and blue infrastructure is multifunctional in design and character, so that it provides long term benefits for biodiversity, recreation, health and wellbeing, and adaptation to climate changes.

Green spaces will provide equipped/natural play, accessible open space, allotments/community orchards and recreational routes. Within the development area the use of street trees, pocket parks, grass verges and green private frontages will be a key principle for the detailed design.

Drainage

The proposed drainage strategy will look to manage surface water as close to its source as possible through the provision of Sustainable Drainage Systems (SuDS) to help replicate the pre-development greenfield scenario including an allowance for climate change. SuDS will be integrated into the public open space provision and should deliver amenity, landscape and biodiversity benefits.



www.northhemel.co.uk

northhemel@consultationonline.co.uk

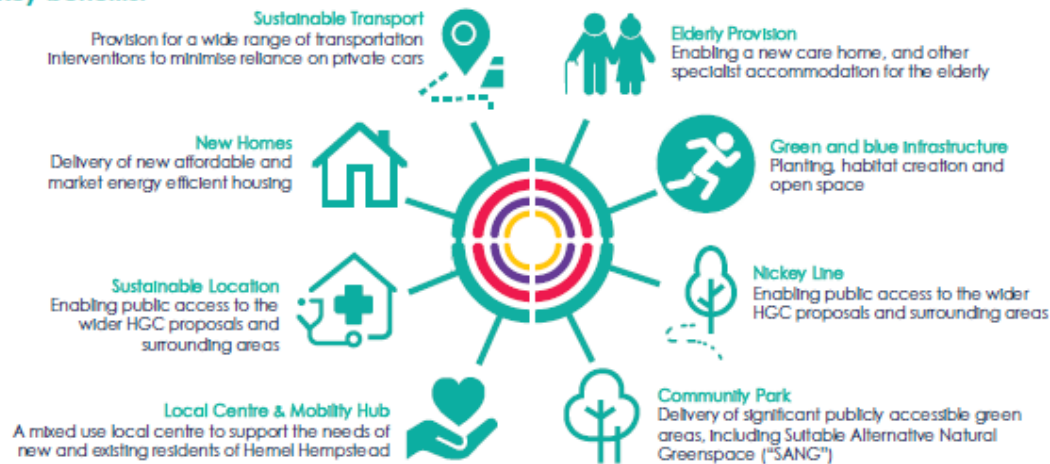
020 3398 1590

Key benefits & next steps

BLOOR HOMES

Pigeon

Key benefits:



Thank you for taking the time to review our emerging proposals. We would like your feedback as we finalise our proposals before they are submitted to St Albans City & District Council.

To have your say, please fill in a feedback form at a consultation event or submit your comments through the consultation website. All feedback will be considered as the design is progressed.

Please note that the deadline for feedback is 3rd August.

Contact details:

✉ northhemel@consultationonline.co.uk

☎ 020 3398 1590

🌐 www.northhemel.co.uk

Scan the QR code to fill in our online feedback form



Indicative Timeline



🌐 www.northhemel.co.uk

✉ northhemel@consultationonline.co.uk

☎ 020 3398 1590

PLANS FOR NORTH HEMEL HEMPSTEAD






Extensive new public open space
including a Community Park
and woodland



A new Primary School
and early years provision



New homes,
including 40% affordable housing and
accommodation for older people



Click below to have your say on the plans!

Appendix F – Consultation 1 stakeholder letter

Dear

I am writing on behalf of Bloor Homes and Pigeon who are working together to bring forward proposals for a mixed use residential development on the edge of Hemel Hempstead – known as North Hemel.

The scheme is located to the north of B487 between Hemel Hempstead and the M1, approximately 4km north east of Hemel Hempstead's town centre.

It is identified in the submitted St Albans City and District Council Local Plan (Site H1 – North Hemel Hempstead Broad Location) to provide a new neighbourhood extension to Hemel Hempstead, with approximately 1,500 new homes.

Our proposals are still in the early stages of development; but are expected to reflect the St Albans Local Plan allocation:

- Extensive new public open space, including amenity space and allotments
- A sensitive and landscaped led development that responds to its surroundings, and creates new footpaths and active travel routes
- A new primary school, including early years provision
- A local centre and mobility hub to enhance community connectivity
- New trees and planting to enhance the biodiversity of the site, achieving a net gain of at least 10%
- Up to 1,500 new homes, including affordable housing (40%) and specialist accommodation for older people
- Financial contributions to infrastructure such as highways, education and health facilities

Prior to the submission of a planning application for the site later this year, Bloor Homes wish to seek the views of local stakeholders and residents on the proposals, in order to help shape the scheme. As part of this activity, we will be holding a consultation this summer.

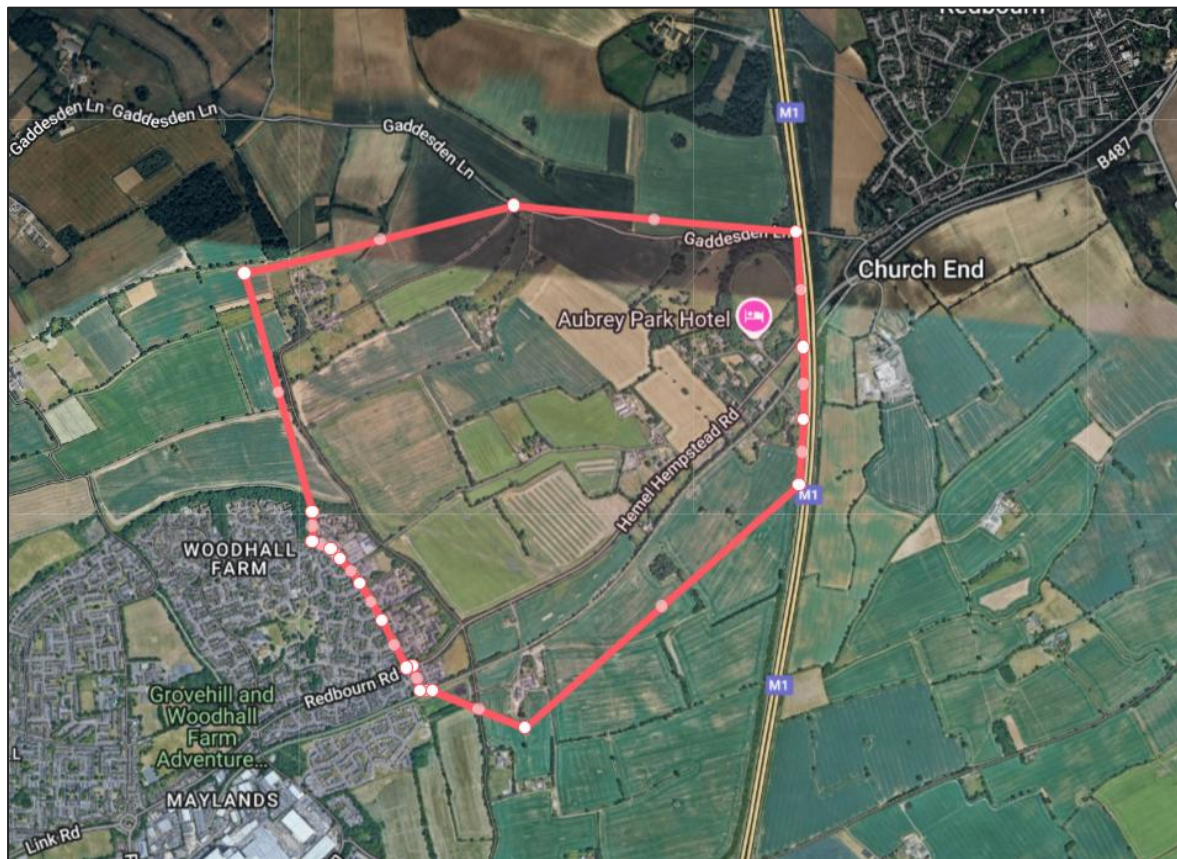
As an elected member, we would like to offer you a meeting to discuss the emerging proposals with our project team and provide you with the opportunity to ask any questions you may have.

If a personal meeting is of interest, or if you have any questions at this stage, then please contact us via email at northhemel@consultationonline.co.uk or via telephone on 020 3398 1590.

I look forward to hearing from you.

Kind regards,

Appendix G – Consultation 2 letter distribution area



Appendix H – Consultation 2 Invitation letter

Monday 29th September 2025

Dear Resident,

We are writing on behalf of Bloor Homes and Pigeon following our previous round of public consultation in July.

Bloor Homes and Pigeon are working together to bring forward proposals for a mixed-use residential led development on the edge of Hemel Hempstead – known as North Hemel.

The site is located to the north of B487 between Hemel Hempstead and the M1, approximately 4km northeast of Hemel Hempstead's town centre.

It is identified in the submitted St Albans City and District Council Local Plan (Site H1 – North Hemel Hempstead Broad Location) to provide a new neighbourhood extension to Hemel Hempstead, with approximately 1,500 new homes. The site forms part of the proposed Hemel Garden Communities (HGC) that is being promoted jointly by St Albans City and District Council and Dacorum Borough Council.

Our proposals will deliver:

- Extensive new public open space, including amenity areas and allotments
- A new primary school (including early years provision), local centre and mobility hub at the centre of the development.
- New trees and planting to enhance the biodiversity of the site, achieving a net gain of at least 10%
- Approximately 1,500 new homes, including affordable housing (40%) and specialist accommodation for older people
- New pedestrian and cycle links to deliver sustainable travel
- Financial contributions to infrastructure such as highways, education and health facilities

Following the July 2025 consultation, we have been continuing to develop the design and carefully reviewing the comments shared with us.

Please visit our project website – www.northhemel.co.uk – to view our latest proposals and submit any feedback you may have before 19th October.

If you have any questions on the proposals, please email us at northhemel@consultationonline.co.uk.

Kind regards,

Community Engagement Team

Appendix I – Consultation 2 stakeholder letter

Dear

We are writing on behalf of Bloor Homes and Pigeon following our previous round of public consultation in July, on the proposals for a mixed-use residential led development on the edge of Hemel Hempstead – known as North Hemel.

It is identified in the submitted St Albans City and District Council Local Plan (Site H1 – North Hemel Hempstead Broad Location) to provide a new neighbourhood extension to Hemel Hempstead, with approximately 1,500 new homes. The site forms part of the proposed Hemel Garden Communities (HGC) that is being promoted jointly by St Albans City and District Council and Dacorum Borough Council.

As a reminder, our proposals will deliver:

- Extensive new public open space, including amenity areas and allotments
- A new primary school (including early years provision), local centre and mobility hub at the centre of the development.
- New trees and planting to enhance the biodiversity of the site, achieving a net gain of at least 10%
- Approximately 1,500 new homes, including affordable housing (40%) and specialist accommodation for older people
- New pedestrian and cycle links to deliver sustainable travel
- Financial contributions to infrastructure such as highways, education and health facilities

Following the July 2025 consultation, we have been continuing to develop the design and carefully reviewing the comments shared with us.

We are carrying out a second round of public consultation to allow people another opportunity to submit their feedback on our progressed plans. This is being held on our project website – www.northhemel.co.uk – and is open for comments until 19th October.

As an elected member, we would like to offer you a meeting to discuss the updated proposals with our project team and provide you with the opportunity to ask any questions you may have.

If a personal meeting is of interest, or if you have any questions at this stage, then please contact us via email at northhemel@consultationonline.co.uk.

Kind regards,

Alice

On behalf of Bloor Homes and Pigeon

Appendix J – Consultation 2 Social Media Advertisement

**Local Planning - South**
Sponsored · 

Bloor Homes and Pigeon are bringing forward plans for a high-quality, residential-led development north of Hemel ...[see more](#)



<https://northhemel.co.uk/>
Have your say

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Appendix K – Consultation Website (as of Consultation 2)




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North Hemel Hempstead.

Bloor Homes and Pigeon are working together to bring forward proposals for a high-quality landscape and design-led scheme located North of Hemel Hempstead.

Bloor and Pigeon will be bringing forward an outline planning application comprising new homes (including a policy-compliant mix of affordable housing and specialist accommodation for older people), a primary school, mixed-use local centre, extensive areas of green infrastructure and open space along with supporting infrastructure.



The Site

The site is identified in the submitted Draft St Albans City and District Council Local Plan (Site H1 – North Hemel Hempstead Broad Location) to provide a new neighbourhood extension, with up to 1,500 new home.

The site forms part of the proposed Hemel Garden Communities (HGC) and is located to the north east of Hemel Hempstead.

Hemel Garden Communities is an ambitious development project backed by the local authorities that will transform Hemel Hempstead and create attractive and sustainable new neighbourhoods and communities to the north and east of Hemel Hempstead, through the delivery of around 11,000 new homes and 10,000 new jobs by 2050.

The Site (North Hemel)

Woodhall Farm B487 (Redbourn/ Hemel Hempstead Rd)

East Hemel Site





BLOOR HOMES

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Bloor Homes was established in 1969 when John Bloor founded the company and built its first home. Every possible detail was taken into consideration back then to create a beautiful home. The same is still true today. More than fifty years later, we are one of the largest privately owned housebuilding groups in the UK.

The family ethos behind Bloor Homes is evident in the way that we conduct our business. With a unique approach to building for a business of its size, we look at the bigger picture before starting on any residential proposal. As a family-owned business, we undertake consultation, commit to responsible development, and stay involved with its new communities over the long-term.



Pigeon is a property company with a talented team of experts in land promotion, commercial and residential development, and property investment operating within the East and South East of England. Pigeon has significant experience and expertise in bringing together teams of leading designers and specialist advisors to deliver high-quality residential and mixed-use sustainable communities, including a number of schemes within Hertfordshire.

Pigeon believes that engaging with the people that live and work near the scheme helps to deliver high-quality designs – an approach that has been highly commended by local communities and local authorities.

The proposals

Since our last public consultation in the summer, Bloor and Pigeon have continued to progress the proposals. Further meetings have taken place with St Albans City and District Council and Hertfordshire County Council to discuss key elements of the scheme.

In addition, a range of further technical surveys and assessments have been undertaken. The findings from this ongoing engagement and technical work have helped to refine and inform the emerging masterplan, ensuring that the proposals respond appropriately to local priorities and site-specific opportunities and constraints.

What you told us

This summer we ran a public consultation between Monday 14th July and Friday 1st August to share our initial plans for this Outline planning application. We would like to thank those who took the time to attend our two public events and to those who provided their feedback via our website and survey.

The feedback received shows that the local community values the importance of public open space (amenity space, community park and play provision) and significant financial contributions for local infrastructure (such as highways, education and health facilities).

It also reflects a clear recognition of the need for affordable housing, accommodation for older people, and the provision of a new primary school.

We recognise that some local residents have raised concerns regarding the need for new homes, the potential impact on the local highways network and healthcare provision, please find responses to some frequently asked questions below:






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Are new homes needed?

What impact will this development have on the local highways network?

What kind of healthcare facilities will be provided?

Placemaking

The placemaking concept for North Hemel Hempstead has been informed by Hemel Garden Communities' vision comprising four thematic pillars, all of which reinforce the aspiration to promote healthy lifestyles and respond to the climate crisis.



A GREEN NETWORK

A network of green routes, travel and places will support healthy lifestyles, biodiversity, climate resilience, environmental sustainability and the wellbeing of local communities.



A SELF SUSTAINING ECONOMY

Innovation in sustainability, circular economy principles and digital connectivity will be key employment drivers in Hemel Garden Communities and provide a strong theme for the economic identity of the town.



AINTEGRATED NEIGHBOURHOODS

Hemel Garden Communities will be made up of a series of walkable neighbourhoods, connected to each other with individual distinct identities, exemplar design and sustainability standards, centered upon lively, inclusive centres.



ENGAGED COMMUNITIES

Connected and engaged communities will be active participants in the transformation of Hemel Garden Communities. Cultural and heritage activity, public art, knowledge and skill exchange and enterprise will all play a role, now and in the long term.



Connectivity

The site is surrounded by an extensive network of pedestrian and cycle routes, including direct pedestrian and cycle links to various parts of Hemel Hempstead and the wider landscape.

The Nickey Line

Directly south of the site, the Hemel Hempstead to Redbourn and Harpenden and is part of national cycling route 57 (Oxford to Welwyn Garden City).

HGC Green Loop

The HGC Green Loop will be an active travel route that runs along Holtesmere End Lane, providing connectivity to the surrounding area.

Public transport

The proposals will improve the frequency of buses, including the Route 46, to run later and more regularly for both new and existing residents.

A connected place

Central to the proposals will be the creation of a Strategic Transport Corridor (STC), which will link North Hemel to the wider HGC proposals, including East Hemel to the south.



The bus improvements are yet to be finalised with HCC; however, these will include improvements to services between the site, town centre and railway stations. This may be in the form of a new service or improvements to the existing Centrebus 46 route, with an extension to the station.



There will be new walking and cycling paths through the Green Loop to Maylands, plus upgrades to Redbourn Road and Queensway that will also connect to the Nickey Line.

Connectivity

The site is surrounded by an extensive network of pedestrian and cycle routes, including direct pedestrian and cycle links to various parts of Hemel Hempstead and the wider landscape.

Key Connections to Hemel Hempstead



Pedestrian connections will remain available via the existing Public Rights of Way network.



Holtsmere End Lane and Gaddesden Lane will offer a quieter route for cyclists. The Nickey Line to the south provides an additional, alternative pedestrian and cycle route accessible via the Green Loop and STC.



Connections by bus will also remain available via the existing Centrebus 46 which provides a direct connection between the site and Redbourn.

Connectivity

The site is surrounded by an extensive network of pedestrian and cycle routes, including direct pedestrian and cycle links to various parts of Hemel Hempstead and the wider landscape.

Key Connections to Redbourn

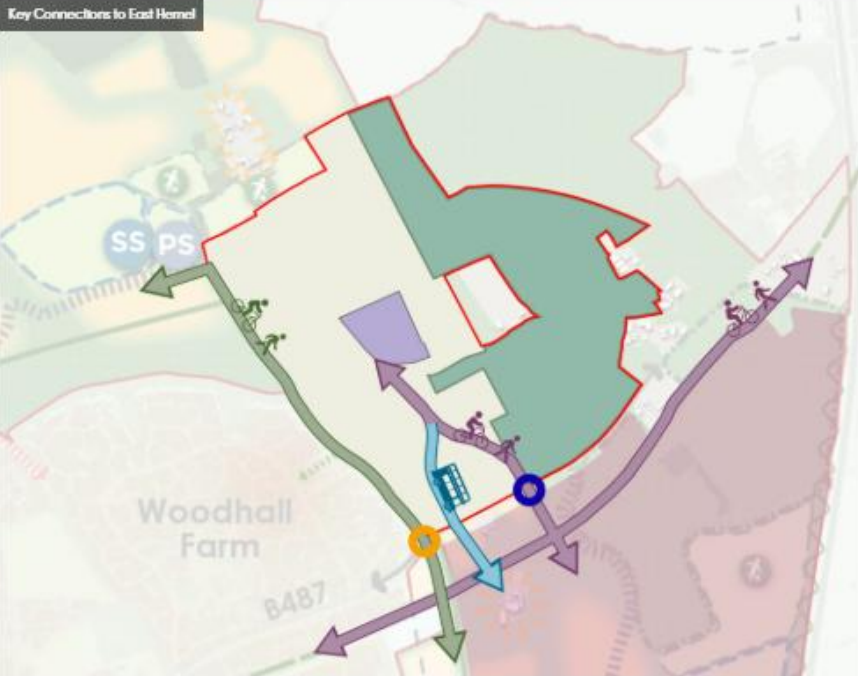


There will be pedestrian and cycling connections via the Green Loop



Bus connections along the STC and western bus only junction, will form part of a future orbital bus service which will travel between North Hemel, East Hemel and the town centre.

Key Connections to East Hemel



Connectivity

The site is surrounded by an extensive network of pedestrian and cycle routes, including direct pedestrian and cycle links to various parts of Hemel Hempstead and the wider landscape.



There will be pedestrian and cycling connections via the Green Loop

Connectors to Woodhall Farm



Local Centre

The new local centre will provide educational and commercial development opportunities, this could include a convenience store, retail units, nursery, a community building and a mobility hub.

Our vision is to create a vibrant and distinctive heart to the neighbourhood that acts as a focal point and community hub that is both inclusive and accessible.

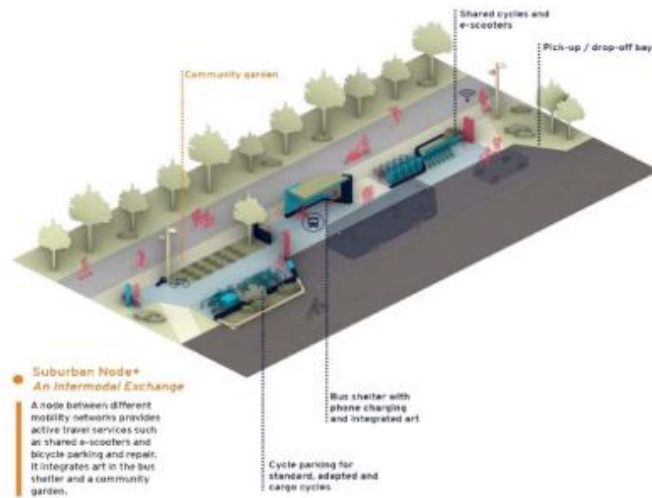
There are seven key principles that will help mould the design and development of the local centre:

- **Urban Structure and Identity:** The Local Centre will be established as a landmark destination with a mix of uses fronting onto a central public space.
- **Connectivity and Movement:** Direct and safe pedestrian, cycle and bus links to the school, playing fields, mobility hub and surrounding neighbourhood will be prioritised to minimise private cars.
- **Public realm and Open Space:** A multifunctional central space with high-quality landscaping will be created, that could host markets, events and informal gatherings.
- **Mixed use and Active Frontages:** Essential services will be placed along the primary frontage with flexible floorspace to enable adaptation to changing community needs.
- **Destination Play:** A prominent play space that is naturally overlooked will be connected to retail and café uses to enable multi-generational activity.
- **Care Home:** The Care Home will be located close to shops, services and green space to promote independence and social interaction.
- **Servicing and Parking:** EV charging, cycle spaces and cycle repair facilities will be available to support sustainable travel. Service and staff parking will be located to the rear of buildings to maintain an attractive and pedestrian friendly frontage.



The Mobility Hub

Plans for the mobility hub are still being developed, but it could include a bus stop, phone charging points, in-post or similar facility, a car club bay, shared e-scooters, bicycle parking and repairs.



Our emerging proposals

The scheme will:



- be sensitivity designed to respond to and respect its surroundings
- deliver up to 1,500 new homes of different sizes and ownership types
- provide up to 600 affordable homes for rent or shared ownership
- include accommodation designed for older people's needs



- incorporate a new local centre and mobility hub to enhance community connectivity
- promote sustainable travel by creating new pedestrian and cycle links
- provide a new primary school including early years provision



- create extensive new publicly accessible open space, including a community park
- provide children's play provision for different age groups across the development
- include community allotments for new and existing residents



- provide substantial financial contributions for local infrastructure such as highways, education and health facilities


Pigeon



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The Community Park



Key benefits & Next steps

Key benefits:



- Sustainable Transport**
Provision for a wide range of transportation interventions to minimise reliance on private cars
- Elderly Provision**
Enabling a new care home, and other specialist accommodation for the elderly
- Green and blue infrastructure**
Planting, habitat creation and open space
- Nickey Line**
Enabling public access to the wider HGC proposals and surrounding areas
- Community Park**
Delivery of significant publicly accessible green areas, including Sustainable Alternative Natural Greenspace ("SANG")
- Local Centre & Mobility Hub**
A mixed use local centre to support the needs of new and existing residents of Hemel Hempstead
- Sustainable Location**
Enabling public access to the wider HGC proposals and surrounding areas
- New Homes**
Delivery of new affordable and market energy efficient housing

Indicative Timeline

Summer 2025	Public consultation
Autumn / Winter 2025	Application submitted to St Albans City & District Council
Spring / Summer 2026	Anticipated determination of Outline Application
Winter 2026	Reserved matters applications (RMAs) submitted
Spring / Summer 2027	RMAs approved and work begins on site
2029	First residents move in with around 50 completions a year in 2030/31, increasing to 150 a year by 2032/33.
2041	Expected completion of the development.

 Pigeon

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Garden
Communities

Contact us

Phone: 020 3398 1590
Email: northhemel@consultationonline.co.uk

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Appendix L- Social Media Advertising Area (5km radius)



CAVENDISH

Have questions?

For any further support, please contact:

James.Harris@cavendishconsulting.com