

PROSPECTUS 2026

Investment prospectus

INVEST
HERTFORDSHIRE

Invest Hertfordshire: delivering growth at scale, with clarity and confidence



CLLR STEVE JARVIS
Leader, Hertfordshire County Council

Hertfordshire is a county where ambition meets delivery. With an economy of £50 billion, a highly skilled workforce and a globally recognised innovation base, we sit at the heart of one of the UK's most powerful growth corridors – connecting London, Cambridge and Oxford.

At a time of global uncertainty and heightened competition for capital, Hertfordshire offers what investors value most: scale, certainty and momentum. We are a place that understands growth, plans for it strategically and works at pace with partners who want to invest for the long term.

Through Invest Hertfordshire, our countywide inward investment service, we are bringing a clear, investable proposition to market. This prospectus is divided into two sections. The first showcases development ready sites spanning town centre regeneration, major mixed use schemes and innovation. The second is a focused pipeline of key strategic sites such as Garden Communities, extensions to existing historic market towns and key employment locations. Collectively, these opportunities represent billions of pounds of investment, thousands of homes and jobs, and the infrastructure needed to support long term, sustainable growth.

What sets Hertfordshire apart is not just the quality of our sites, but the strength of the partnerships behind them. Hertfordshire Futures brings together the triple helix of business, local government and education to take forward shared economic priorities

and a clear vision for growth that delivers both for local communities and enables the UK to compete globally. This collaborative leadership model gives investors confidence that decisions will be joined up, risks managed and delivery sustained.

We are also honest and proactive about the context we are operating in. Like many parts of England, Hertfordshire is navigating local government reform and a devolution journey that will reshape how growth is governed in the years ahead. Crucially, this is being done from a position of unity and readiness. Our economic growth strategies are coherent and the direction of travel – towards stronger strategic powers and long term investment certainty – reinforces, rather than disrupts, our ability to do business.

For investors and development partners, the message is simple: Hertfordshire is open, organised and ready. We offer clarity on land, planning ambition, infrastructure priorities and delivery partners. We understand the needs of institutional capital, developers and operators, and we work flexibly to unlock value and viable outcomes.

Whether you are looking to invest in major regeneration, support the growth of our world leading sectors such as life sciences, advanced manufacturing, film and creative industries, or partner with us on the next generation of sustainable communities, Hertfordshire offers a compelling, low risk, high impact proposition.



Perfectly placed for business

Partner with Hertfordshire and experience the benefits of



Strategic location

The county has good road, rail and air transport links and its position at the heart of the Golden Research Triangle (Oxford-Cambridge-London) gives it locational advantage.



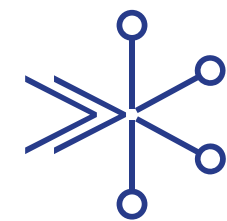
Strong economic performance

Hertfordshire contributed nearly £50 billion Gross Value Added (GVA) to the UK economy in 2023 – performing better than the East of England and national UK averages.



Skilled and diverse talent pool

The county has excellent colleges, an enterprise-facing university and a range of skills initiatives all focused on future-proofing talent. This provides a high quality of recruitment and retention for businesses who choose to locate and expand in Hertfordshire.



Commitment to Sustainability

Hertfordshire has set a target to become a low carbon economy by 2050 and prioritise the green growth sector by 2025. Herts IQ enterprise zone, is creating 3 million sq.ft. of sustainable commercial space for future-facing businesses, just 30 minutes from London. Two new garden towns, east and west of the county, are bringing forward greener, more connected communities, jobs and housing.



Quality of life

Hertfordshire offers a high quality of life with a mix of rural and town and areas of outstanding natural beauty – all on London’s doorstep. Add good schools, high value sector opportunities and excellent transport links to other parts of the UK and beyond, it’s no wonder 1.2m people choose Hertfordshire as their home.



£49.7bn
contribution to UK economy
(Source: ONS Regional GVA 2023)

66,440
active enterprises 2024
(Source: ONS, Business Demography)

1.2m
population, 80.4% employment rate
(Source: Annual Population Survey ONS)

44%
educated to NVQ 4+ (higher skills level)
2% above national average
(Source ONS Census 2021)



Investment opportunity sites in Hertfordshire

This document is interactive
 Click on the opportunity site you want to visit in the Hertfordshire map. You can return to this menu from any page by clicking the Invest Hertfordshire logo, bottom left.

- 1. Watford Junction
- 2. Station Gateway, Stevenage
- 3. Borehamwood Town Centre Regeneration
- 4. Coopers Green, Hatfield
- 5. Town Hall Quarter, Watford
- 6. Churchgate Regeneration Zone, Hitchin
- 7. Riverwell, Watford
- 8. Former New Barnfield

Placemaking/Pipeline Projects

- 9. Herts IQ
- 10. Growing Baldock
- 11. Hemel Garden Communities
- 12. Harlow & Gilston Garden Town



PROSPECTUS 2026

Investment Sites



Watford Junction

PROMOTERS: NETWORK RAIL AND PLATFORM4 (NETWORK RAIL'S PROPERTY DEVELOPMENT COMPANY), IN PARTNERSHIP WITH WATFORD BOROUGH COUNCIL, HOMES ENGLAND AND HERTFORDSHIRE COUNTY COUNCIL

KEY FACTS

- > **Total site area:** 19 hectares
- > **Investment type:** Development
- > **Asset class:** Mixed-use (residential-led, commercial, office, Leisure, Hotel)
- > **Planning Status:** Phased delivery over 10-20 years
- > **Location:** Watford Town Centre WD17 IEU

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Watford Junction is a 19-hectare collection of development sites located adjacent to Watford town centre, within the M25 and approximately 20 minutes by rail from central London (London Euston). The site centres on Watford Junction station, one of the region's busiest and best-connected transport hubs.

Watford is a high-performing regional centre with sustained housing demand. The station and surrounding land are in full public sector ownership and have the potential to deliver significant regeneration across a mix of uses including new homes and commercial space to support new jobs, alongside station improvements. Berkeley Homes is currently on site delivering a 1,214-home, 28-storey residential scheme that includes a new school.

The site represents a significant regeneration opportunity mostly on under-used railway land within the London commuter belt and with comprehensive planning policy support in place.



Stevenage Station Gateway

PROMOTERS: MUSE PLACES ON BEHALF OF ENGLISH CITIES FUND (ECF) A PARTNERSHIP BETWEEN HOMES ENGLAND, MUSE AND L&G

KEY FACTS

- > **Financial Scale of Project:**
c£1bn (£200million investment opportunity)
- > **The Investment Proposition:**
Housing and Employment space, the scheme offers a combination of income potential, long-term value growth and portfolio diversification, within a well-connected, transport-led location.
- > **Asset Class:** Mixed-use (Residential, Commercial, Leisure, Education, Transport-led regeneration)
- > **Total Site Area:** 30.5 acres
- > **Planning Status:** Development agreement signed (2025), initial masterplan progressing into early design and planning
- > **Delivery Timescales:**
Construction anticipated in 2028
- > **Location:** Stevenage Town Centre

This £1bn phased regeneration delivers a rare, de-risked opportunity at the heart of Stevenage's high-growth innovation corridor.

Backed by significant public-sector partnership and over £50m already committed to infrastructure, the scheme offers strong, risk-adjusted returns underpinned by sustained demand from major employers such as GSK, Airbus and MBDA. Spanning 30.5 acres directly adjacent to the railway station, the project brings forward 1,100+ homes, 60,000 sqm of employment space and a 175-key hotel, with capacity to support up to 15,000 jobs and representing c. £200m of investable opportunity. Early operator interest and its transport-led location create a compelling platform for long-term value growth, diversified income and flexible capital deployment.

Positioned at the gateway to the town centre and designated as a Major Opportunity Area, the site offers one of the region's most significant mixed-use development prospects. Its direct connectivity to London and proximity to established life sciences and advanced engineering clusters strengthens occupational demand, while the scale and master planned structure support phased delivery and multiple investment entry points. This is a prime chance to shape a flagship economic hub with enduring investor appeal.

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Borehamwood Town Centre Regeneration and Leisure Hub

PROMOTER: HERTSMERE BOROUGH COUNCIL

KEY FACTS

- > **Financial Scale of Project:** £780 million
- > **The Investment Proposition:** A consortium for site assembly and scheme development
- > **Asset Class:** Residential / Commercial / Leisure & Culture / Retail / Health (mixed-use)
- > **Planning Status:** Featured in emerging Local Plan. Feasibility and Outline Business Case completed with the Council taking forward the Culture and Leisure Destination as a catalyst for regeneration.
- > **Delivery Timescales:** 2028 onwards
- > **Location:** Borehamwood WD6 9SP

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Borehamwood is entering a new phase of growth, and now is the time for investors and development partners to engage.

The town centre masterplan focuses on the coordinated regeneration of key town centre sites delivering over 2,000 new homes, major commercial space and £780m in GDV. Leading the charge is the Civic Centre Car Park scheme: 300 new homes, a new leisure and cultural hub, hotel, commercial floorspace and upgraded NHS facilities anchoring footfall, boosting the evening economy and setting the tone for wider regeneration.

Borehamwood sits at the heart of one of the UK's most important screen-industry clusters. It is home to Elstree Studios, a major centre for film and TV production with nearly a century of history, the BBC Elstree Centre, home of EastEnders and multiple broadcast studios, plus the newly developed Sky Studios Elstree, a modern facility opened in 2022. Together, these anchor institutions create a powerful creative ecosystem which is an immediate advantage for operators, investors and future talent pipelines.

Existing unmet demand in hotel, leisure, and F&B spend highlights immediate market opportunity. The scheme will reposition the town centre as a more vibrant and commercially resilient destination.

New housing, an improved public realm and a stronger place identity will retain spend, capture business travel demand and attract quality operators, underpinning occupancy and long-term rental growth.

Backed by Hertsmere Borough Council and a multidisciplinary delivery team, the programme offers a well-prepared, low-risk entry point with flexible investment models across residential, leisure, hotel and F&B.

Get in touch to explore partnership and investment opportunities in Borehamwood's next chapter.



Coopers Green, Hatfield

PROMOTER: GASCOYNE ESTATES

KEY FACTS

- > **Financial Scale of Project:** £500 million
- > **The Investment Proposition:** financial investors and delivery partners across residential, commercial, education and leisure components to co-fund and co-deliver this mixed-use strategic development. (A development partner already appointed for first phase, 350 homes)
- > **Asset Class:** Residential / Leisure and Culture/ Commercial / Learning/ Health (mixed-use)
- > **Planning Status:** Supplementary Planning Document (SPD) granted March 2025.
- > **Delivery Timescales:** Estimated: Outline planning 2027, construction 2028
- > **Location:** Northwest Hatfield

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Coopers Green in Hatfield is one of Hertfordshire's most compelling large-scale development opportunities, offering investors a rare combination of scale, planning certainty, and long-term growth potential. Fully allocated within the Welwyn Hatfield Local Plan and supported by a jointly prepared Supplementary Planning Document, the 247-acre site provides a clear and reliable roadmap for delivery, significantly de-risking the planning process for development and funding partners.

The scheme will deliver around 1,750 new homes as part of a major strategic expansion of North West Hatfield. Alongside housing, the plans include new primary and secondary schools, a neighbourhood centre, retail and commercial space, and extensive green infrastructure designed to support a resilient, mixed-use community for the long term. Phase 1 already has a development partner appointed for 350 homes, and partners are now being sought for the next three phases, offering substantial opportunities for early and sustained investment.

With an anticipated Gross Development Value of approximately £500 million, Coopers Green offers significant potential across residential, commercial, leisure, and innovation-aligned workspace. Its location provides fast rail links to London, strong regional connectivity, and enduring demand from both residents and employers.

The project is being brought forward by Gascoyne Estates, a long-established landowner with more than 400 years of stewardship and a proven commitment to sustainable development. Working in partnership with Welwyn Hatfield Borough Council, Hertfordshire County Council, and supported strategically by Hertfordshire Futures, the scheme offers a unique opportunity to shape a high-quality new community in a key growth corridor.



Riverwell

PROMOTERS: KIER PROPERTY AND WATFORD BOROUGH COUNCIL

KEY FACTS

- > **Financial Scale of Project:** £500 million (£300 million secured to date)
- > **The Investment Proposition:** Hotel, Retail and housing investment opportunities (2026)
- > **Asset Class:** Residential, Leisure and Culture, Learning and Commercial
- > **Planning Status:** Multiple detailed planning applications approved in accordance with an overarching outline consented masterplan. Planning in progress for future phases.
- > **Delivery Timescales:** 2025 - 2035
- > **Location:** Watford town centre, WD17 3EX

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Watford Riverwell is the largest regeneration scheme in the Watford area and a flagship 20-year masterplan creating a dynamic new destination for homes, employment and community life. The project brings forward a balanced mix of residential, office, retail, leisure, industrial and community spaces, making it a strategically significant opportunity for investors seeking long-term, place-shaping impact with strong demand fundamentals.

Now at the halfway stage, Riverwell has already delivered substantial value. More than 560 new homes are complete, including around 30% affordable units, with a further 700 homes planned across future phases. Key enabling infrastructure is in place, including a new hospital access road that unlocks the wider site and improves connectivity, alongside 86,000 sq.ft of modern industrial space, a 1,455-space multi-storey car park for Watford General Hospital, and extensive new green spaces designed for community wellbeing.

The programme is closely aligned with the growth ambitions of Watford General Hospital and the West Hertfordshire Teaching Hospitals NHS Trust, ensuring strong public-sector alignment. Delivery is led by a robust public-private partnership between Watford Borough Council and Kier, offering stability, stakeholder support and a proven track record. Multiple investors have participated in the project over the past decade, underlining its credibility and momentum.

With infrastructure complete and new development plots coming forward, the consortium is now seeking new investment primarily in residential phases to accelerate build-out and meet continuing high demand for quality homes in the Watford area. Riverwell presents a de-risked, well-established and highly attractive opportunity for forward-looking investors. There is also an investment opportunity to acquire an occupied hotel and associated retail units.



Watford Town Hall Quarter

PROMOTER: MACE AND WATFORD BOROUGH COUNCIL

KEY FACTS

- > **Financial Scale of Project:** £200million
- > **The Investment Proposition:** A town-centre regeneration delivering 400+ homes, a health hub, and mixed-use amenities on a prime brownfield site. The scheme will create a new sustainable urban quarter, unlocking long-term residential and mixed-use value in a highly accessible location.
- > **Asset Class:** Residential / Commercial / Health (mixed-use)
- > **Planning Status:** Pre-planning; planning consent anticipated in 2027
- > **Delivery Timescales:** Phase 1 completion expected c. 2030
- > **Location:** Watford town centre, WD17 3EX

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This £200 million residential-led, mixed-use regeneration project offers investors a compelling opportunity to participate in the transformation of a prime town centre site in Watford. Delivered through a 50:50 joint venture between Watford Borough Council and Mace, the scheme combines public-sector certainty with private-sector delivery capability, creating a structured and de-risked entry point for institutional capital.

The development allows phased investment, including early opportunities to forward-fund Build-to-Rent homes and secure long-term income from assets such as a planned NHS-leased health hub. This provides investors with reliable, covenant-backed revenue from the outset, alongside exposure to strong housing demand within the London commuter belt.

Located on a 7.8-acre brownfield site surrounding Watford Town Hall, the project will unlock underutilised land in a designated Strategic Development Area. Currently occupied by surface car parking, the site will be transformed into a high-density urban quarter that integrates with the existing High Street and enhances connectivity, public realm and town centre vitality.

The masterplan is expected to deliver more than 400 new homes, with Phase 1 comprising around 200 homes and the health hub. Construction is anticipated from 2028. Strong political support, an experienced delivery partnership and robust local demand fundamentals position this as a scalable, lower-risk investment with long-term growth potential.



Churchgate Regeneration Zone, Hitchin

PROMOTER: NORTH HERTFORDSHIRE COUNCIL

KEY FACTS

- > **Financial Scale of Project:**
Estimated at £50 million +
- > **The Investment Proposition:**
Seeking development partners, The Churchgate Regeneration Zone (CRZ) offers a prime, Council-controlled, mixed-use development opportunity valued at £50m+, with strong heritage character, proven community engagement, significant demand for residential and leisure space, and a clear mandate to deliver transformational regeneration in Hitchin.
- > **Asset Class:** Residential / Commercial
- > **Planning Status:** Allocated for redevelopment within planning policy. Supported by a Regeneration & Investment Framework and extensive due diligence, which provides strong evidence for investors considering feasibility and risk.
- > **Delivery Timescales:** Not available at this stage
- > **Location:** SG5 1DN

The Churchgate Regeneration Zone offers a rare opportunity to transform Hitchin's eastern town-centre gateway into a vibrant, high-quality destination with strong investor appeal. This Council-owned site provides the scope to create a more welcoming approach to Market Place and St Mary's Church, revitalise the River Hiz with new walkways, and deliver significant improvements to public realm and pedestrian connectivity. The scheme has the capacity to support a sustainable mix of commercial, cultural, arts, and community uses, alongside new town-centre living that includes much-needed affordable homes.

For investors, the CRZ combines prime location, heritage character, and strong market demand with the reduced risk that comes from unified Council ownership and extensive due diligence already undertaken. The flexibility of the site allows for multiple income-generating uses and long-term asset resilience, while the Council's commitment to elevating Hitchin's profile as a place to live, work, shop, and visit provide a stable and supportive environment for delivery.

As the project advances through consultation, engagement, and viability testing, the Council seeks development partners who share its ambition for high-quality placemaking. This is a unique chance to help shape a thriving, future-ready town centre and deliver a scheme that benefits residents, businesses, visitors and investors for generations.

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Former New Barnfield Centre

PROMOTER: HERTFORDSHIRE COUNTY COUNCIL OWNED, FOR SALE THROUGH SAVILLS

KEY FACTS

- > **Financial Scale of Project:** £40million+
- > **The Investment Proposition:** 7.1-acres net developable land for sale
- > **Asset Class:** Logistics and Industrial
- > **Planning Status:** Welwyn and Hatfield Council intend to give the site an allocation for employment use in the draft plan
- > **Delivery Timescales:** Site ready for sale
- > **Location:** Travellers Lane, Hatfield AL10 8TJ

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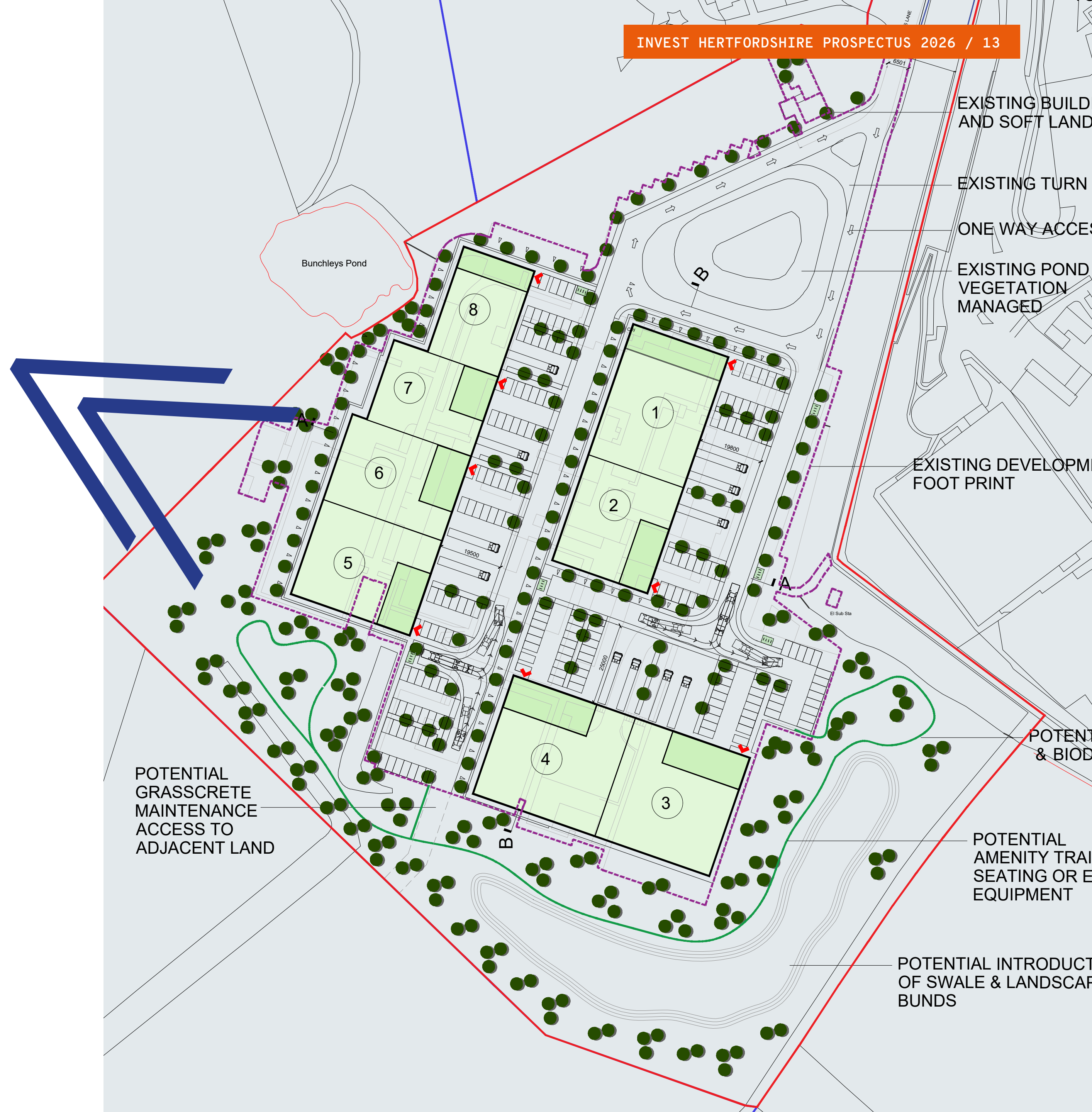
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The Former New Barnfield Centre offers an exceptional opportunity to deliver a high-quality industrial and logistics scheme in one of Hertfordshire's most strategically connected locations. The 14-acre site, comprising approximately 7 acres of previously developed land within the Green Belt has received a positive pre-application response from Welwyn Hatfield Borough Council, confirming their intention to allocate the land for employment use in the emerging Local Plan. This gives investors a clear and encouraging planning pathway.

With capacity for over 120,000 sq ft of modern industrial and logistics space, the site is ideally positioned to meet strong occupier demand for sustainable, Grade-A accommodation. The sector continues to outperform other commercial asset classes, driven by supply shortages, evolving supply-chain requirements, and the growth of e-commerce and last-mile delivery.

Welham Green benefits from excellent connectivity, with immediate access to the A1(M) and fast routes into London, Hatfield, and surrounding towns making it a compelling location for regional and national operators.

An investment of c. £40 million would enable the acquisition, planning promotion, and delivery of a best-in-class, ESG-led scheme that enhances local employment, revitalises underutilised land, and brings forward a future-proofed industrial estate in a high-performing market.



Place Making/Pipeline

Strategic Growth Opportunities

Shaping Hertfordshire's next generation of investment

Beyond our current portfolio of development ready schemes, Hertfordshire is planning for growth at scale – creating the conditions for major long term investment that will define the county's future economy.

This next tier of strategic growth opportunities represents some of the most ambitious and nationally significant projects in the South East. Together, they form a pipeline of large-scale new communities, innovation districts and employment destinations, aligned to Hertfordshire's long term spatial, economic and infrastructure strategies.

These opportunities are characterised by:

- **Scale and longevity**, capable of supporting billions of pounds of investment over multiple phases
- **Clear strategic intent**, embedded in adopted or emerging plans and supported by strong public sector leadership
- **A focus on key growth sectors**, including life sciences, digital and innovation led industries
- **Integrated placemaking**, bringing together homes, jobs, transport, green infrastructure, community and healthcare facilities to ensure the benefits are felt at neighbourhood level.

While these sites are at different stages of maturity, work is already underway across all of them to put the right frameworks in place – from master planning and infrastructure planning to governance, delivery models and investment structures.

For investors, developers and partners seeking early engagement, co investment opportunities and influence over the next generation of places, these schemes offer the chance to be part of Hertfordshire's long term growth story from the outset.

They also reflect a broader confidence in Hertfordshire's direction of travel: a county that is planning strategically, aligning leadership and building the capacity to deliver growth at pace – now and over the decades ahead.



Growing Baldock

PROMOTERS: URBAN&CIVIC WITH HERTFORDSHIRE COUNTY COUNCIL AS LANDOWNER, ACTING AS DEVELOPER PARTNERS.

KEY FACTS

- > **Financial Scale of Project:** £1bn +
- > **Asset Class:** Residential / Commercial / Leisure/ Logistics and Light Industrial
- > **Planning Status:** A Strategic Masterplan was adopted by North Herts Council in June 2025 and an Outline Planning Application submitted in October 2025.
- > **Delivery Timescales:** Delivery will take place in phases over a period of 15–20 years, starting with BA2 (250 homes, south of Baldock, close to existing infrastructure) then larger areas BA1 (Land East of North Rd and North of Railway Line) and the employment land. The employment land is expected to be ready for occupation post 2030. The employment land includes a mix of office, research and development, light industrial and industrial.
- > **Location:** Baldock, Hertfordshire

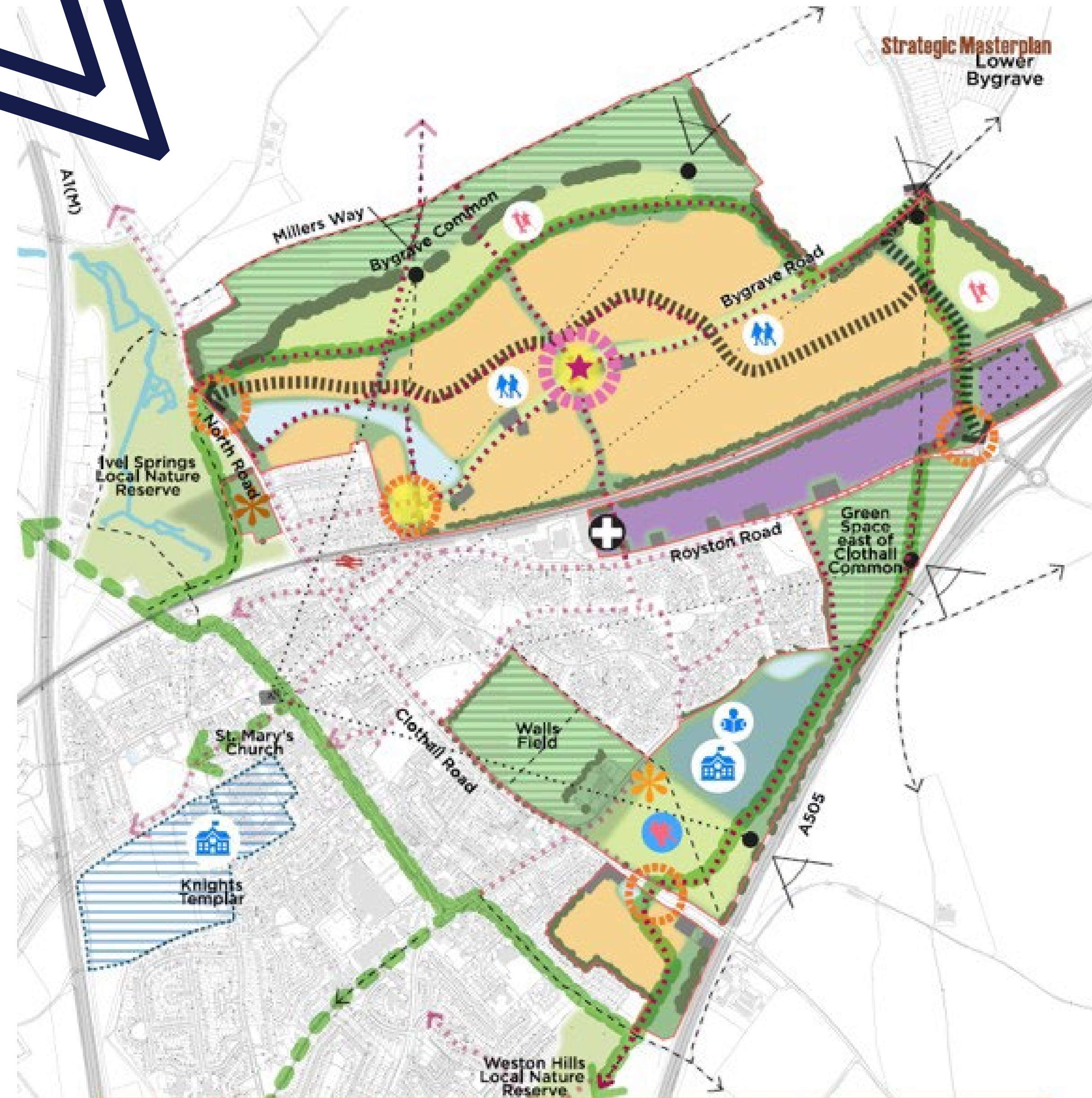
Growing Baldock is a 550-acre major urban extension to a historic market town in one of the UK’s most desirable counties, delivering land identified in the adopted North Herts Local Plan (2011 – 2031).

The project will deliver up to 3,200 new homes and 40 acres of employment land, enabling a balanced mix of housing, jobs and services that responds directly to local needs. New neighbourhoods will integrate with the existing town and surrounding villages, strengthening connectivity and supporting Baldock’s long-term economic resilience. Commercial space, new jobs and local centres will stimulate economic activity and enhance market depth. Growing Baldock is underpinned by a comprehensive, infrastructure-first approach. Supporting infrastructure includes up to two new primary schools, secondary school provision, a local centre, green spaces and 214 acres of parkland, alongside significant transport improvements. This upfront investment unlocks phased delivery and enhances long-term asset value, while prioritising environmental quality and climate-resilient design.

With Urban&Civic as master developer and Hertfordshire County Council as landowner, it offers investors the opportunity to deliver parcels of housing and the commercial space to support the long term growth.

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Hemel Garden Communities

PROMOTERS: THE CROWN ESTATE, BLOOR HOMES, KITEWOOD AND PIGEON

KEY FACTS

- > **Financial Scale of Project:** To be determined
- > **Asset Class:** Residential / Leisure & Culture/ Low Carbon/ Commercial / Health (mixed-use)
- > **Planning Status:** Sites to the north and east of Hemel Hempstead are site allocations in the emerging Dacorum and St Albans Local Plans. The Crown Estate submitted a planning application for 4,000 dwellings and 190,600 sq m of employment space in November 2025. Determination of the outline application is anticipated later in the year (2026).
- > **Delivery Timescales:** The wider Hemel Garden Communities programme includes the delivery of up to 11,000 new homes, within the growth areas, in the period to 2050. Construction of new homes is likely to commence with effect from 2029/30.
- > **Location:** Growth to the north and east of Hemel Hempstead, straddling both Dacorum and St Albans districts.

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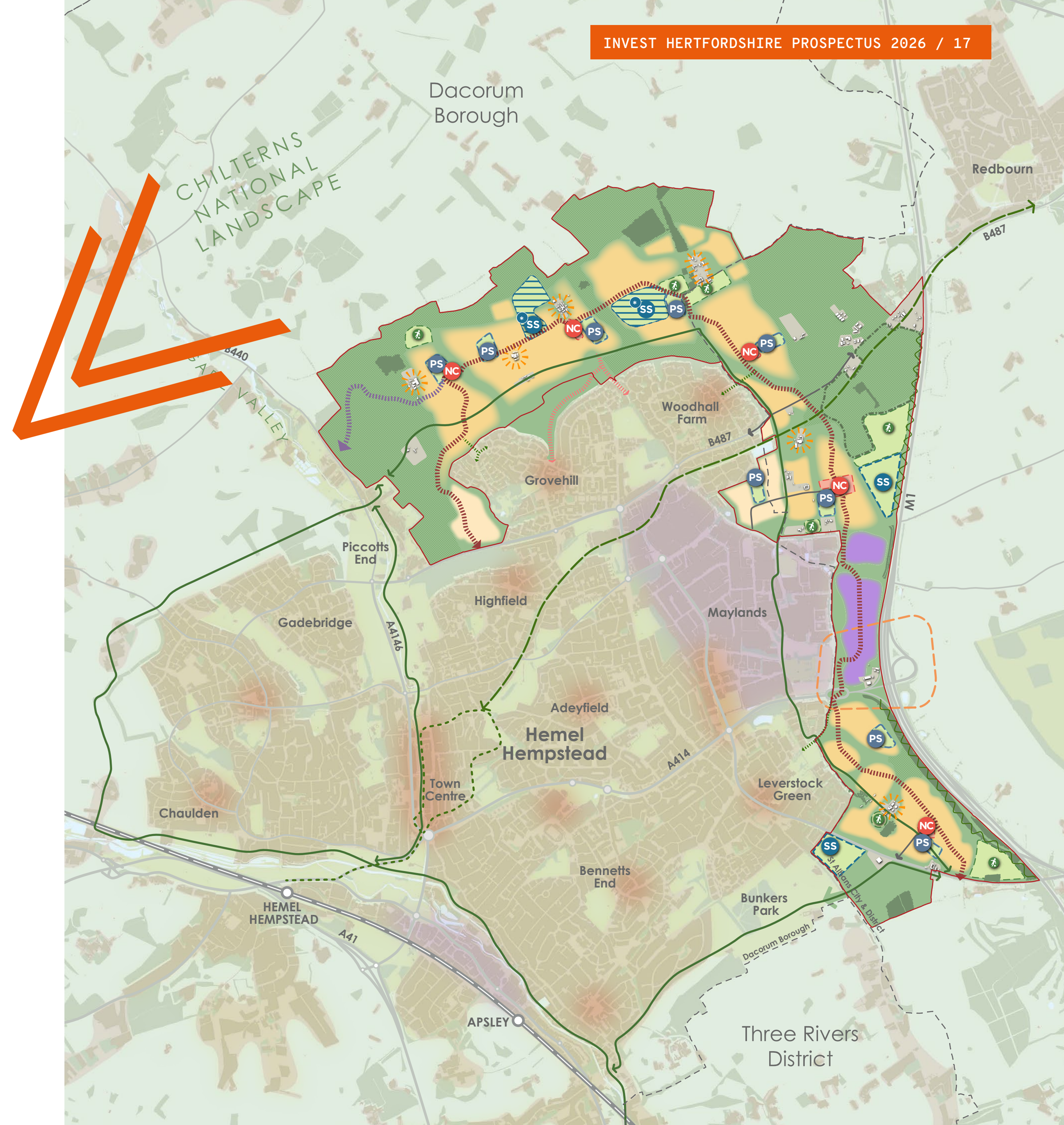
Hemel Garden Communities (HGC) is one of the most ambitious growth programmes in the UK, positioned at the centre of the Oxford–Cambridge–London Golden Triangle. With infrastructure investment exceeding £1bn, the programme represents a significant, low-risk opportunity for investors seeking scale, certainty, and long-term value.

HGC is being delivered by a strong public-sector partnership comprising St Albans City & District Council, Dacorum Borough Council, Hertfordshire County Council, Hertfordshire Futures, and the Hertfordshire Innovation Quarter. The Partners are working closely with major landowners and promoters including The Crown Estate, Bloor Homes, Kitewood and Pigeon. The programme was awarded Garden Community status in 2019 and benefits from ongoing support from Homes England and MHCLG, providing confidence, alignment, and delivery momentum.

The vision is to create a greener, more connected New Town for the 21st century - integrated neighbourhoods linked by a high-quality green network, underpinned by digital connectivity, a self-sustaining local economy, and pioneering low-carbon technologies. The programme will deliver 11,000 new homes and up to 8,000 new jobs, alongside new local centres, education and health facilities, leisure spaces, and high-quality public realm.

For investors, HGC offers a rare combination of strategic location, major public-sector commitment, and accelerating demand for residential, commercial, and clean-technology development.

Hemel Garden Communities is a once-in-a-generation opportunity to invest in sustainable, long-term placemaking at the heart of one of the UK's most productive corridors.



Herts IQ

PROMOTER: THE CROWN ESTATE

KEY FACTS

- > **Financial Scale of Project:** To be determined
- > **The Investment Proposition:** Herts IQ offers new zero-carbon, digitally connected commercial B1, B2 and B8 space, targeted at growth sectors including agri-tech, clean tech, green tech, sustainable construction, offsite manufacturing, R&D, digital and advanced manufacturing. It is part of an Enterprise Zone, providing incentives, business support and long-term reinvestment of retained business rates.
- > **Asset Class:** Life sciences office & lab space, Logistics & light industrial, Learning & institutions, Office and commercial uses
- > **Planning Status:** A planning application is currently with St Albans City & District Council. The site is draft allocated as H3 – East Hemel Hempstead Central in the emerging Local Plan. Outline application submitted November 2025; determination due Autumn 2026
- > **Delivery Timescales:** Outline consent decision expected Autumn 2026, S106 agreement anticipated Summer 2027, Construction envisaged to start Autumn 2027
- > **Location:** Herts IQ spans sites at Maylands Business Park (Hemel Hempstead), BRE (Watford), and Rothamsted Research (Harpenden), with the main development area located east of Hemel Hempstead between Punchbowl Lane, the M1 and the A414.

Herts IQ (Hertfordshire Innovation Quarter) is one of the UK's significant growth and innovation zones, delivering 19,600 sq. metres of prime commercial space designed to accelerate high-value investment in clean tech, agri-tech, sustainable construction, modular manufacturing and advanced research. Strategically located just 30 minutes from London, the area offers exceptional national and international connectivity, creating a highly accessible base for scaling businesses and institutional investment. Four international airports within 1 hours' drive & West Coast mainline station 2km distance.

Positioned at the core of the Hemel Garden Communities growth area, Herts IQ serves as a long-term economic anchor unlocking regeneration, infrastructure delivery and sustained value across Hemel Hempstead and St Albans. It will become a future-ready, zero-carbon, digitally enabled business environment, aligned with national priorities for net-zero, innovation and modern manufacturing. The wider site includes 11,000 new homes adjacent to the commercial development.

With partners including BRE Group, Rothamsted Research and the University of Hertfordshire, Herts IQ provides direct access to world-leading R&D capabilities, commercialisation expertise, skilled talent and sector-specific testbeds. This ecosystem will enable businesses and investors to de-risk innovation, accelerate market entry and capture opportunities in globally growing sectors.

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Harlow & Gilston Garden Town: Villages 1-6 and Village 7 - Commercial Space

PROMOTERS: PLACES FOR PEOPLE AND BARRATT REDROW

KEY FACTS

- > **Financial Scale of Project:**
£125m+ (commercial space)
£4.5bn+ including residential
- > **The Investment Proposition:**
Discussions about potential interest in the employment floorspace within the Gilston Villages 1-6 (Places for People and Barratt Redrow) and Village 7 (Taylor Wimpey)
- > **Asset Class:** Leisure & Culture, Logistics & Light Industrial, Commercial, Office
- > **Total Site Area:** 365,970 sq.ft
- > **Planning status:** Outline Planning permission granted January 2025. Strategic Landscape Masterplan approved in February 2026. Village 1 Masterplan submitted March 2026
- > **Location:** Gilston, Hertfordshire (CM20)

Imagine vibrant new villages, part of the nationally significant Gilston Area development, made up of 10,000 new homes. Nestled in the northern part of the Harlow and Gilston Garden Town is Gilston, Villages 1-6 (Places for People master developer) and Village 7 (Taylor Wimpey) are set to become a bustling hub of activity, offering a wealth of commercial opportunities and a sustainable community lifestyle.

In the next couple of years, the Gilston Villages will begin to offer up to 365,970 sq.ft of prime employment floorspace. This space is versatile, accommodating a mix of office, research and development facilities, light industrial units, agri/food production areas, early years facilities, training and learning institutions, general industrial spaces, storage and distribution centres, and data centres. Other employment uses can be accommodated subject to agreement. The villages will feature opportunities for food and non-food retail, restaurants, and cafés, drinking establishments and hot food takeaways, hotels, and financial and professional services.

The Gilston Villages are designed with sustainability at their core. The community will boast significant open spaces, leisure, and community facilities, creating a harmonious living environment. Strategically located adjacent to a transport hub, the Gilston Villages will offer seamless connections within and between each of the respective villages and Harlow. Enhanced commuter routes will link the villages to Roydon Station, providing easy access to London Liverpool Street.

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About us

Invest Hertfordshire offers a free and confidential package of services that are tailored to investors' and companies' needs.

By providing access to expert knowledge and local intelligence, Invest Hertfordshire helps de-risk investor decisions and can ensure businesses a faster and more successful relocation or expansion.

Support is available to both national and international firms of all sizes that are considering Hertfordshire, and includes:

- Introductions to appropriate networks, suppliers, agencies and educational establishments;
- Helping businesses to understand and navigate potential market opportunities;
- Investment case development including market intelligence and research;
- Sourcing property solutions;
- International market support;
- Advice on recruitment and training.

Invest Hertfordshire works closely with the Government, Hertfordshire Growth Board, Hertfordshire County Council and the districts across the county to attract investment and support businesses to grow and export, creating jobs and opportunities that will enable Hertfordshire to thrive.

Ready to unlock your growth potential? Visit the website or contact the Invest Hertfordshire team to discuss your investment needs.

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