

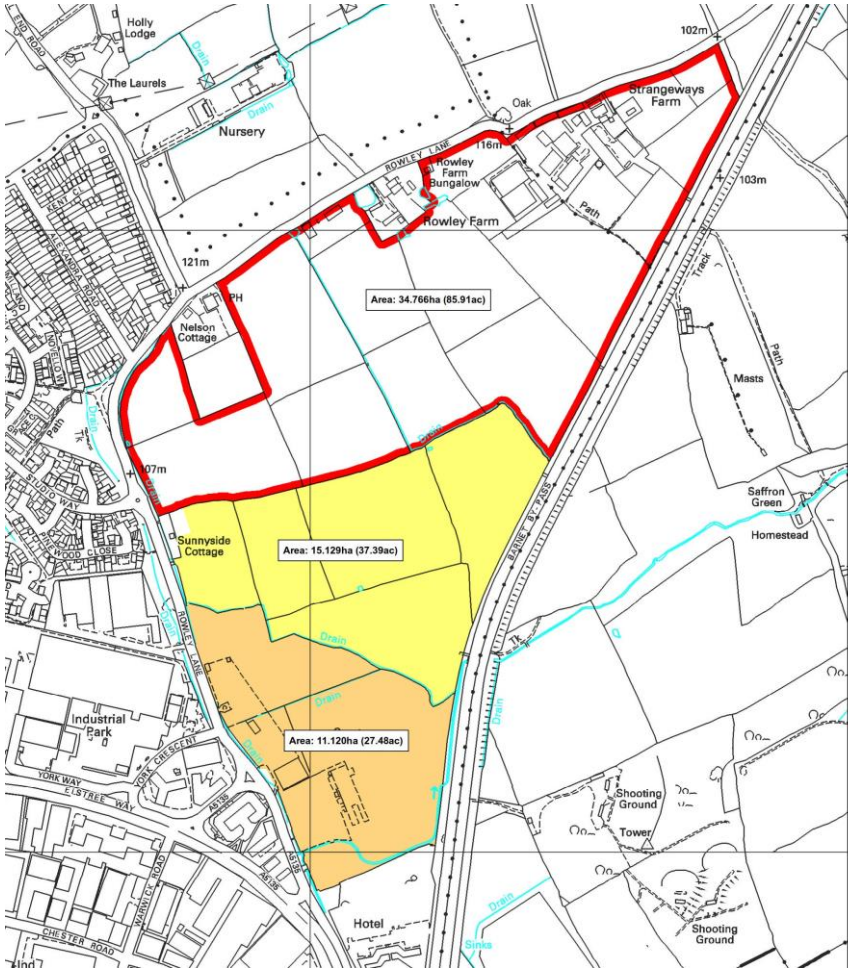
HERTSWOOD STUDIOS, ROWLEY LANE, BOREHAMWOOD FILM STUDIO DEVELOPMENT CONCEPT



AERIAL SITE VIEW



SITE PLANS



PROJECT HIGHLIGHTS

We are proposing the development of Hertswood Studios, a new film studio complex in North West London, to create a world leading facility which, alongside Sky and the existing BBC and Elstree Studios, will project Borehamwood to be one of the largest film and HETV (High End Television) production centres in the world.

- **90 acres** of development plus an additional backlot of 20 acres*
- Over **1m sq ft** of film studio space, supporting workshops and offices
- Additional commercial, hotel and film industry college space of c. 600,000 sq ft
- Total development cost of approximately £430m, **GDV of +/- £730m**
- A purpose-built facility, master-planned, landscaped and sustainable



**World leading
film complex**



**Employment generation
14,490 jobs****



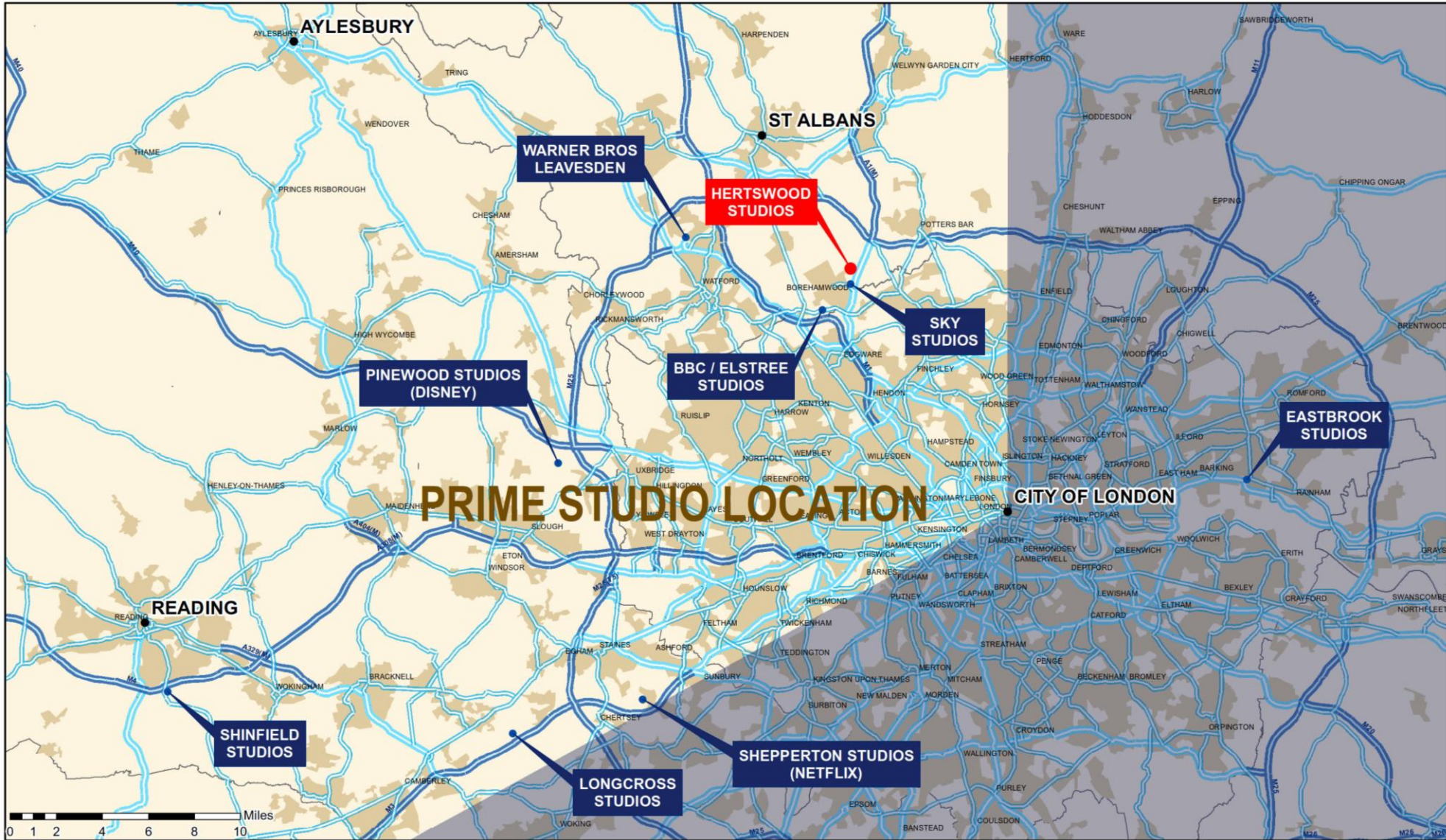
**Economic
contribution
£1.17bn to GDP****

* 20 acre backlot is not illustrated on our plans, it would be additional land immediately north of Rowley Lane ** see pg 15

A POSITIVE IMPACT FOR HERTSMERE

- Restoring Borehamwood and **Elstree's heritage** in the film industry to become a leading film location not only for the UK but also for the global film industry
- Strong **central Government support** for the concept has already been expressed – MHCLG, DIT and the British Film Commission (part of DCMS) all keen to see the scheme proceed
- The concept (no site specific information) has gained support from significant **US investors** and developers linked to the film industry – we have been approached by a number of investors already
- Significant **productivity** benefit for the UK, as well as more locally in Hertsmere
- Boost to **local businesses** in the direct supply chain
- The new **cluster** will attract more film related businesses to Borehamwood **boosting employment** beyond the studios
- An educational **college** to operate alongside Elstree Screen Arts Academy, training **local people** to retain employment within the borough
- **Transport solutions** will be worked on, such as bus links to local rail stations to reduce traffic impact and local junction improvement

LONDON STUDIO LOCATIONS

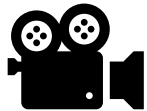


LOCATION

- It's excellent location is the “bulls eye” for a UK film studio and will be the driver for success
- In the heart of the UK's **prime** studio location
- Adjacent to the L&G studio development for Sky, creating the first **film industry cluster** in the UK
- Proximity to the UK's high quality professional **film crew**
- Excellent road and public transport access
- **Critical mass** to attract essential supply chain, support businesses and economies of scale
- Enough space to provide a very large **backlot**, rare in the UK, an important element for filming and production
- An educational **college** to operate alongside Elstree Screen Arts Academy, training **local people** to retain employment within the borough
- Bounded by the A1 to the east and Rowley Lane to the north and west

STAGES AND DESIGN

- **21 stages** – the highest specified design of stages in the UK
- Size and Flexibility – two 40,000 sq ft stages, three x 30,000 sq ft stages and 16 x 20,000 sq ft stages – all will be divisible so smaller space can be created
- Stage design will incorporate **adaptability**, e.g. to accommodate the latest surround screen filming technology
- Stage space will have the required height, insulation and strength for the most modern demands of filming, sound and technical rigging – we are consulting industry operators for design feedback
- A highly **sustainable development** incorporating energy efficiency, renewable power and high quality landscaping
- Although Green Belt land, landscaping will be a priority to create a sense of place with local residents in mind



**21 Stages
highly specified**

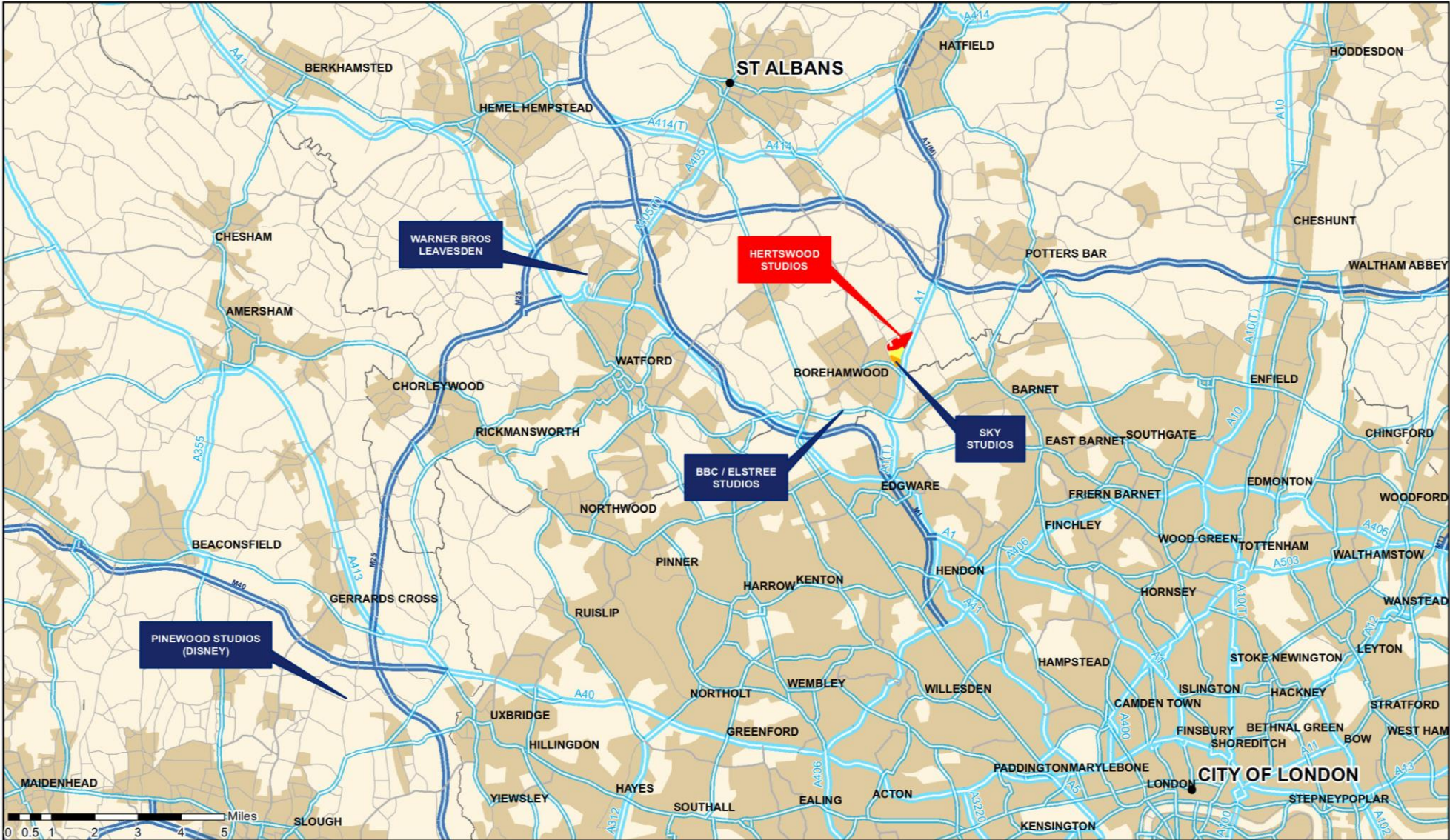


**Sustainable, low
carbon development**



Landscaped

NORTH WEST LONDON STUDIO LOCATIONS



CAPTURING THE UK STUDIO SPACE REQUIREMENT IN HERTSMERE

A report in 2018 by property agent Lambert Smith Hampton, stated a need for 1.9m sq ft of studio space in the UK. Since then, virtually no new space has been constructed.

- Sky have committed to a new 32-acre development close to the proposed site, which will include 280,000 sq ft of studio space
- A further 140,000 sq ft in 21 studios has been approved at Dagenham to be developed by US firm Hackman Capital Partners and operated by Eastbrook Studios
- Shinfield Studios to be developed with North American funding, 460,000 sq ft stages in Reading
- Totalling 880,000 sq ft of studio space

Hertswood Studios will be in the very heart of the preferred location of “8 o’clock to 12 o’clock of the M25”, a prime location for film crew, access to central London and Heathrow Airport. Located alongside the 30 acre L&G/Sky Studio development will create the film/digital hub for the UK.

Supply is significantly short compared to demand. Instead of cannibalising business from existing studios, this development will broaden the UK’s offer and help attract business from overseas. Market evidence illustrates the urgency to create space, even in lesser locations.

SCHEMATIC CGI



TIMELINE

March 2021

Employment Call for Sites Consultation

Submitting information to support the proposed allocation of the site for a new film studio complex

Late 2021

Local Plan Submission

Work continues on the master planning of the site, engagement on local plan consultation and selection of investment partners.

2022

Local Plan Adopted

Planning application is submitted.

2023

Development starts on site

By this stage all partners and plans will be in place to commence works on site in phases.

TRANSPORT AND ACCESS

- We recognise the current congestion in Borehamwood, we are committed to seeking green solutions which will limit impact to the environment and congestion
- Working on the findings of our transport study, we are collaborating with Hertfordshire County Council on some exciting road improvements to ensure excellent access to the studios
- Experience from other studios shows traffic generation is more spread out than standard business rush hour timing, due to the operational nature of the film industry, limiting impact
- Our plans provide parking spaces but we will promote more cycling and public transport
- Studios require a far lower density of parking (1:60 sq m) to standard business parks (1:30 sq m)
- Our expectation is to see frequent bus services linking the development (working with L&G/Sky) to rail/underground stations:



New Barnet
Elstree and Borehamwood



High Barnet – Northern Line
Edgware – Northern Line
Stanmore – Jubilee Line

- Possible solutions include improving the A1 junction at the eastern end of Rowley Lane and a park and ride system

SCHEMATIC CGI



SIGNIFICANT ECONOMIC AND SOCIAL BENEFIT

Employment creation – Oxford Economics have written a brief report on the studio proposal and calculate the creation of **14,490** jobs

Supporting government policy – Government have committed to tax credits for the industry. This development supports this specific policy and more regional/local policies in the HBC Local Plan.

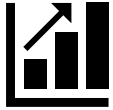
Economic growth – we have seen significant growth on investment into film and HETV, increasing year-on-year. Our proposal will consolidate this investment into the Borough. Oxford Economics report the completed scheme should contribute **£1.17bn GDP** pa and **£234m tax revenues**.

The proposed development will be a master-planned and landscaped facility with state-of-the-art stages suitable for all modern filming requirements. This will be the single largest studio in the UK and coupled with the Sky development, will create a film and digital hub to rival anything on a global scale.

Sustainable development – our team of leading consultants will ensure the development is as sustainable and low carbon as possible.

Global Status – launching Borehamwood as the home of a global leading technology hub

BENEFITS FOR HERTSMERE BOROUGH COUNCIL AND THE WIDER ECONOMY



Economic Growth



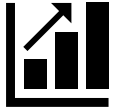
Employment Generation



Leading Global Film Cluster

- Borehamwood/Elstree is elevated to become the prime film studio location in the UK and a **global leader** in the industry
- **Financial gain** - increased local spend, business rates and tax collection for HBC
- **Education** establishment to ensure a continued supply of a skilled workforce and **local** apprenticeships, to operate in conjunction with Elstree Screen Arts Academy
- Supporting and proving the benefit of **Government policy** on tax credits to the film industry
- Strong **central Government support** for the concept has already been expressed – MHCLG, DIT and the British Film Commission (part of DCMS) all keen to see the scheme proceed

BENEFITS FOR HERTSMERE BOROUGH COUNCIL AND THE WIDER ECONOMY



Economic Growth



Employment Generation



Leading Global Film Cluster

- Create a **best-in-class** and dominant film location to attract world leading production companies
- **Regenerating** the historical importance of the town as a major film production centre
- **Investment** into leading technology employment
- **Hotel** to provide new facilities and extend stays in the area
- Significant **3rd party business** accommodation to attract support/supply chain employment
- **International** Investment – high demand from investors to increase exposure to the film studio sector



Bidwells is a trading name of Bidwells LLP, a limited liability partnership, registered in England and Wales with number OC344553. Registered office: Bidwell House Trumpington Road Cambridge CB2 9LD