

HOME//FARM

HOME FARM HUB WINS PLANNING PERMISSION

***Hub granted planning for its commitment to supporting green belt policy, rejuvenating Home Farm to meet the changing needs of the community, and supporting the local economy**

***The workspace, on Aldenham Road in Elstree, has been designed for a new, hybrid, sustainable working model**

***The Aldenham Estate plans to begin construction in autumn 2022 with completion in 2024**



Hertsmere Borough Council has granted planning permission for the development of Home Farm Hub, a new workspace set in 150 acres of historic parkland on the Aldenham Estate in Elstree.

The scheme, designed by Thomas Croft Architects, will see original Victorian structures restored, with low-quality post-war barns demolished and replaced with architectural timber structures using Estate and Hertfordshire wood. New and old will be joined by beautiful landscaped courtyards and gardens, designed by Tom Stuart-Smith Studio, a three-time Best in Show winner at the Chelsea Flower Show.

The Hub will be a thriving place to meet and work, with over 15,000 square feet of high quality workspace and amenities and a variety of outdoor spaces. Residents will be able to choose from a range of accommodation, from multiple larger suites for anchor tenants to single desks for members and meeting rooms for visiting teams.

The Hub's success will be built on a strong attention to detail and a focus on nature and wellbeing. Designed for a post-pandemic world, the Hub offers an alternative to the old working model that has changed so radically over the last two years. With its beautifully designed, well ventilated offices and ultrafast connectivity, just half an hour from Kings Cross, Home Farm will meet the needs of demanding businesses and adapt with them.

Although a stone's throw from central London, Home Farm is set in beautiful Hertfordshire countryside, and the completed Hub will be far more than a place to work: the best of both worlds. Residents will be able to enjoy a range of fresh meals and drinks at the on-site cafe, take lunchtime walks around the private Tykes Water Lake, take a range of exercise classes in the studio, tend to the kitchen garden

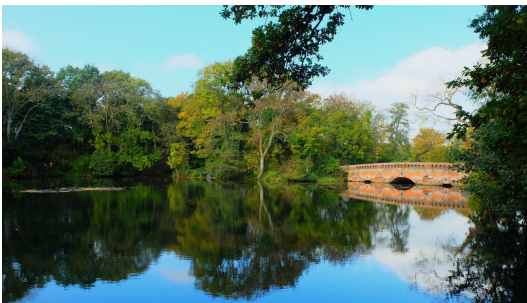
during a work break, and access Home Farm Glamping's accommodation and summer programme of musical, theatrical and dining events.

Humphrey Gibbs, who manages the Estate with his sister Jessica, comments: *"We are delighted that Hertsmere have approved this exciting project, and we can't wait to restore and repurpose the farm for the benefit of the local business community and future generations. Home Farm was originally built as a "model farm" to showcase innovative farming practices, so it feels quite apt that it should now be used by ambitious local businesses. This regeneration and landscaping work will preserve the ecological integrity of the farm and help it to thrive for years to come, and we hope to be able to attract residents with a similar passion for the great outdoors."*

The team hopes that Home Farm Hub will become an exemplar of the hybrid work model that has emerged during the pandemic, giving people quick access to local, ultra-connected workspace on a more flexible basis, reducing commuting distances, and providing more home comforts and headspace for permanent residents to enjoy. Some may even choose to spend their Saturdays on the farm, enjoying the wider offering and strolling around the woodland, lake and meadows.

The buildings will be designed to an excellent standard using low carbon construction techniques, providing the accommodation with the low energy rating now demanded by leading companies and employees. The team behind Home Farm Hub will carefully select suppliers who can deliver on their vision by harnessing the latest innovative green technologies and good design practices.

Rejuvenation is underway



Work is already underway on the Estate to revive the Hub's parkland with the delivery of 1,500 Queen's Green Canopy trees. Many are already in the ground, and the remainder will be planted over the course of the winter to replenish the woodland and bolster some of the parkland which has been cleared for farming over the years. Reseeding through country stewardship schemes is also helping increase biodiversity on the Estate.

Gibbs says that the unique setting is what sets this workspace apart. *"We see the outdoor element and environment as being just as important as the interior. The project's landscape architects are developing innovative garden landscaping plans so that we can offer a range of contemplative outdoor spaces and meeting rooms, as well as a community garden where people can plant their own fruit and veg. A core element of the plan is to attract more wildlife and new species through replanting the wider area and incorporating bird & bat boxes into the scheme."*

The build timeline

The team plans to begin construction of the Home Farm Hub buildings this autumn, after the glamping and events season has drawn to a close, so as to limit disruption. Detailed working designs will be prepared by Summer 2022, with the build phase running from October 2022 until a mid-2024 completion date.

Get involved

The Home Farm Hub team is currently welcoming ideas and insights from businesses and organisations of all scales to help them shape the future of the Hub and ensure it reflects what is of most value to people when it comes to their workspace, the environment, community and local economy. Anyone who is interested in getting involved can [visit the website](#) to complete the survey.

The Estate is also running a series of tree planting days during the winter - the best time to establish the young saplings - and is opening this up to all who would like to get involved. For anyone interested, please email hello@homefarmhub.co.uk

For more information and to sign up for updates on the project, visit www.homefarmhub.co.uk

Ends

Notes to Editors:

For media enquiries, please contact:

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About Home Farm Hub:

The Hub will accommodate up to 120 occupants and include high spec office space ranging from single desks to 3,000 sq. ft. offices, a cafe/deli and studio space as well as beautifully landscaped gardens with outdoor meeting rooms and a kitchen garden.

For more information, visit <https://www.homefarmhub.co.uk/>