



Hertfordshire Prosperity

# HP Source Newsletter

October 2006

## Welcome

Welcome to the eighth issue of the Hertfordshire Prosperity Ltd newsletter. The newsletter aims to keep you updated with the work of Hertfordshire Prosperity Ltd and its partners.

Hertfordshire Prosperity Ltd generates leadership, confidence and integration to encourage the growth of Hertfordshire's economy, with membership drawn from a range of agencies throughout the county.

Four issues of the newsletter are produced annually and include general news, updates on key projects, a quarterly profile of a partner and much more.

If you would like to contribute a story to the next issue due out in Winter 2006, please email it to [info@hertsprosperity.com](mailto:info@hertsprosperity.com)

Click on the links below to access each story.



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## HP moves to new offices

On 20th October 2006, Hertfordshire Prosperity (with Investing in Communities) will be moving to new offices in Hatfield.

The new address is Zenith Court, 4 Bishops Square Business Park, Hatfield, Hertfordshire AL10 9NE. The telephone and fax numbers will be issued shortly.



A postcard with the full details and a clear directional map will be sent out over the next few weeks to all Herts Prosperity partners and newsletter recipients.

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## Hertfordshire Prosperity Annual Report

Hertfordshire Prosperity will be publishing its annual report for 2005/06 in early October. The annual report will be reporting on the activities undertaken by HP and other economic development partners during the

year.

**For further information, please contact Adam Wood on 01727 813560 or [adam@hertsprosperity.com](mailto:adam@hertsprosperity.com)**

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## **Hertfordshire Economic Development Strategy**

The Hertfordshire Economic Development Strategy has just finished a three-month consultation process with partners. Comments are being incorporated into the draft with the aim of launching the final HEDS at the Hertfordshire Forward Annual Meeting on 20th October 2006.

In order to minimise waste, the HEDS will normally be available as a downloadable pdf from the Hertfordshire Prosperity website. A small number of hard print copies will be available (in normal and large print version) upon request.

**For more information about the HEDS, please contact Adam Wood at Herts Prosperity on 01727 813560 or email to [adam@hertsprosperity.com](mailto:adam@hertsprosperity.com)**

**For more information about the Hertfordshire Forward Annual Meeting, please contact John Pryor on 01992 556217 or email to [john.pryor@hertscc.gov.uk](mailto:john.pryor@hertscc.gov.uk)**

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## **Local Economy Assessment Report 2006**

The new 2006 Local Economy Assessment (LEA) is now available. Produced on behalf of Hertfordshire Prosperity, the LEA provides detailed statistics and information on Hertfordshire and is available online via the Hertfordshire Observatory website.

Traditionally, the LEA has been a reference document for those with an interest in the development of the local economy. This new version of the LEA provides an ongoing resource so that rather than being a snapshot of Hertfordshire at one point in time, this new LEA will be updated as, and when, new resources become available.

The LEA is arranged in eight chapters:

1. The Economy in Hertfordshire - this section covers information and resources on the county's economy, using a range of economic indicators.
2. Enterprise and Investment - find out about business activity in Hertfordshire from start-ups to international trade.
3. The Labour Market - information and resources about the size of the Hertfordshire labour market, including data on employment, unemployment and benefits.
4. Skills - find out about skills, training, recruitment and workforce development, careers orientations and destination of school leavers.
5. Education - this section covers information and resources about education in Hertfordshire, including schools results and targets.
6. Health and Well-Being - Hertfordshire's public health strategy and key priorities.
7. Community Life and Environment - information and resources for the various subjects presented in the Quality of Life 2005 report, including volunteering, crime, homelessness and waste management.
8. Deprivation in Hertfordshire - deprivation by district, and by themes such as income, health, education and skills etc.

The LEA has been brought together by contributions made by a range of partners and contains resources

and links to a range of data and websites. As an integral part of the Hertfordshire Observatory, users are now able to navigate between the LEA and other observatory resources and performance monitoring data.

The LEA will continue to develop over time through the efforts of the contributing partners as new information and resources continue to be updated.

For more information about the LEA, please visit [www.hertslink.org/portal/Observatory/](http://www.hertslink.org/portal/Observatory/)

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## Business Recovery of Maylands following Buncefield

### Maylands Business Centre (Axis Point)

The tender document closed on July 19th. Applications are being assessed and those who meet all the criteria will go on to make a full Bid proposal for the refurbishment and the management of the Centre. The aim is for occupation early in the New Year of 2007.

### Master Planning

A bid has gone to the EEDA Board for approval at the beginning of July and a Tender document has been prepared. Once the funding is confirmed the brief will go out to tender.

### Environmental Improvements Funding

EEDA have agreed in principle, some additional funding to deliver some visible improvements to the area. It is important that the business community begin to see something happening. They will decide on one or several projects to take forward. An event is planned for the anniversary of the explosion as part of this work.

Other funding through Herts. Prosperity is currently being approved to provide 1-1 support, training and help for those who have lost employment. There will also be additional funding to enhance the Maylands website and a small amount for communications.

### VIP Visits

Ruth Kelly MP (SoS for Community & Local Govt.) visited the area on 18th July for a tour and met with local businesses, public sector organisations and some residents.

The visit by HRH The Prince of Wales was very successful and he congratulated the working of all partner organisations in dealing with both the emergency and in moving forward.

### Business Awards

This year an additional category of Maylands Recovery Award was included in the Dacorum Business Awards. Seven businesses entered for this award and all should be congratulated in the way that they faced the situation they found themselves in following the explosion: Kodak, Dixons, HTSPE, ASOS, SAIC, Alcon and DBD.



For further information, please contact Chris Taylor at Dacorum Borough Council on 01442 867805 or via email to [chris.taylor@dacorum.gov.uk](mailto:chris.taylor@dacorum.gov.uk)

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## Bio Park Hertfordshire

Hertfordshire's new science park, BioPark Hertfordshire in Welwyn Garden City welcomed its first tenant, Qpak on 21st July and two further tenants moved in during August.

BioPark is only 30 minutes from London and 50 minutes from Cambridge by train and offers laboratory and office space to businesses



in the fields of bioscience and health technologies. The laboratories are equipped to a high standard and are fully serviced being ideal both for start-up companies, and for more mature companies looking to relocate and grow.

Office space is available for professional service providers and virtual tenancies can also be arranged.

With meeting rooms and a 65 seat auditorium, BioPark provides an ideal venue for seminars and conferences having over 200 parking spaces and being just 10 minutes from Welwyn Garden City station and a short drive to the Motorway network

**For more information on tenancies or booking events at BioPark, please contact Bill Sprigings, Marketing Director on 01707 375528, [www.biopark.co.uk](http://www.biopark.co.uk)**

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## Investing in Communities Update

### 2006 - 2007 Activity

The IiC programme started delivery of activity this year - there are various projects delivering the 3 strategic priorities of the programme. Some activity has been directly commissioned to partners and there are also tenders pending for delivery of other activity.

### Commissioned Activity

- Herts Training Consortium for the Voluntary & Community Sector
- In2Work Herts
- Business and Enterprise Development
- Hertset
- Developing 4 Work
- Championing Corporate Social Responsibility

**For full details on the projects please to go to the activity section of the IiC website at [www.iicherts.com/activity.asp](http://www.iicherts.com/activity.asp)**

### IiC Business Plan

The current IiC Business Plan is being reviewed in line with EEDA's Regional Framework. The next phase will be the submission of a 4 year Business Plan which will build on the work already undertaken and the findings from the gap analysis work which is being developed at present. The New Business Plan will be submitted to EEDA by November for negotiation and agreement in readiness for the new financial year.

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## The Hertfordshire Guide

A new guide for Hertfordshire has been produced by the Hertfordshire Economic Development Officers Group (HEDOG) and Herts Prosperity.

This guide brings together information about the Hertfordshire economy, towns and councils, new developments and investments throughout the county and 10,000 local businesses. It will act as the definitive reference guide for existing businesses and those looking at relocating into the area.

The guide will be available during late October/early November 2006 has been produced in a printed version, a CD-ROM and a website. The print and CD-ROM will be distributed throughout Hertfordshire by HEDOG partners.



The web address will also be going live during late October/early November 2006 and will be found at [www.burrows.co.uk/hertsbusinessguide](http://www.burrows.co.uk/hertsbusinessguide)

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## Project Progress

### Foodsmiles

Foodsmiles received EEDA funding through Hertfordshire Prosperity in 2005/6. Foodsmiles presently supplies locally produced food to over 20 farm shops, 10 restaurants and 5 schools, with ever increasing demand. This includes a full range of quality fresh meat, fruit, vegetables, salad, bakery and dairy produce.

As Mark Harrison, Foodsmiles Managing Director explains, "Produce is supplied with a named farmer/supplier (who take a share in any profit) and in combination with the website, food consumers can access full traceability and provenance information on all types of local food."



Foodsmiles have recently opened a local food retail outlet at Westmill Farm, Ware (just off the A10, on the A602) where members of the public can now purchase locally-produced food at the shop and a local food box scheme is also available for home delivery

**For details on sourcing local produce or further information about Foodsmiles, please call 0845 25 76453 or visit the Foodsmiles website at [www.foodsmiles.com](http://www.foodsmiles.com).**

### Film Champion for Hertfordshire

Screen East, the Regional Screen Agency for the East of England, continues its success in attracting production to Hertfordshire. Major film and TV producers are attracted to the county's great transport links and proximity to the capital, making it the perfect location to base any kind of production. Quintessential villages, urban landscapes and film friendly stately homes mean that Hertfordshire has much to lure the filmmaker.

Productions that have shot in Hertfordshire in 2006/2007 to date include: -

**Feature Films:** 1408, 28 Weeks Later, Bomel and Beatrice, The Golden Age, Harry Potter & the Order of the Phoenix, Hot Fuzz, In Your Dreams, The Pinocchio Effect, Rat Trap, The Son of Rambow, Stardust.

**TV Series:** Balls of Steel, Big Brother 7, Brainiac, Clutter Nutters, Dead Ringers, Desperados, Digging Deep, Dinos After Dark, Dream Team, EastEnders, Extras, Holby City, Judge John Deed, Little Britain Special, Living It 2, Midsomer Murders, Mission Implausible, Party Piece, Primeval, That Mitchell & Webb Look, Time Trumpet, Vroom Vroom.

Not only does film and TV production raise the profile of Hertfordshire as a great place to film and visit, it provides a valuable boost to the local economy. During 2005/2006 an estimated £21.6 million was spent during production. Much of this spend went into the local economy through location fees and the use of local skills, services and products.

Hertfordshire Prosperity has recognised the economic benefits that the industry brings and supports Screen East's activities. Kerry Ixer, their Head of Locations and Inward Investment, is tasked with attracting production into the region. With circa, 60-70% of East of England filming and over 60% of the region's locations, there is a clear undisputable economic benefit associated with continuing the sponsorship to sustain and expand existing production levels.

**For further information, please contact Hayley Morgan at Screen East on 01923 495051 or by email to [hayley@sceneast.co.uk](mailto:hayley@sceneast.co.uk)**

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