

welcome

Welcome to the first issue of Hertfordshire Prosperity newsletter. This electronic newsletter aims to keep you updated with the work of Hertfordshire Prosperity and its partners.

Hertfordshire Prosperity 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 will be produced annually and will 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 August, please email it to victoriac@exemplas.com

Featured in this newsletter..

- **Prosperity Project Progress**
- **HEDS and RES Review**
- **Profile of a Partner - EEDA**
- **Investing in Communities**
- **Hertfordshire Rural Forum**

Prosperity Project Progress

Hertfordshire Prosperity supports a number of projects throughout the county with funding from the East of England Development Agency (EEDA). Here you will find an outline of how those projects are progressing.

Hertfordshire Future – the inward investment agency



Hertfordshire Future has conducted 162 Investor Development visits to foreign-owned businesses this year, leading to 100 + hard referrals to Business Link Hertfordshire, the district councils and other partners. Since its launch in September 2002, more than 2,000 property searches have now been made using Property Pilot.

Hertfordshire Future engages with 100+ local commercial agents.

Innovation Plan for Hertfordshire

The final copy of the Knowledge Economy Strategy and Action Plan, focusing on the science and technology theme, has been produced. The report and its action plan will form the basis of the review of Section 1 of the Hertfordshire economic development strategy on the knowledge economy. The partners are now in the process of developing an appropriate model for Hertfordshire and details will be available in the next issue of this newsletter.

Business Competitiveness Through Innovation

Business Link Hertfordshire has recruited an experienced Business Adviser, Innovation and Technology, to focus on the local SME innovation agenda.

A key part of this "Barriers to Innovation" project is a survey that has been prepared and is being issued to target clients such as local engineers, general managers and financiers. The results of this survey will be available in September this year.

Film Action Plan

This is now in Phase 2 and continues with a programme of presentations to stakeholders, lobbying government departments and the provision of agency briefings. Bridge Media Consultants were appointed to provide the expertise and support for this programme.

Following last year's film plan workshop hosted by EEDA, the first steering group meeting took place late last year and the next meeting will happen shortly. Screen East has appointed a new Locations Manager, Jessica Lewington, who is also tasked with promoting film and media investment in Hertfordshire.

Hertfordshire Observatory

Phase 3 of the Hertfordshire Observatory web-based data resource was released as planned in September 2003. This included improved mapping functionality, enhanced online help and new logos and icons to improve usability.

A virtual Meeting Place has also been set up to provide an area for partnership groups to hold records of agenda, minutes and documents for meetings. These can be made available to the public, or just to registered HP members. Partnerships is another virtual area for groups to hold secure and confidential data to be shared

within only a named group of HP people.

The Observatory is now hosted by Hertfordshire County Council.

Eastern Aerospace Alliance (EAA)

The Eastern Aerospace Alliance (EAA) has held a series of networking and briefing events. These included a highly successful event run in conjunction with the HBIC in Stevenage to encourage engagement with the EU Framework 6 aerospace R&D programme and an industrial participation event with key personnel from Boeing. The EAA has also attracted five new members, three of which are Hertfordshire-based organisations.



Bill Scherer, Boeing; Valerie Caughlin, Boeing; Phil Schneider, Boeing; Adrian Dalton, DESO; David Cullen, Eastern Aerospace Alliance; Paul Forster, Boeing and Ron Flounders, Exemplas Ltd

Learning for All

This project builds on the work undertaken by partner colleges in 2002/3 to strengthen the strategic framework for Hertfordshire's further education sector. Its aim is to develop priorities for reducing inequality in access, participation and retention in terms of race, ethnicity, disability and gender. It is managed strategically through Hertfordshire Principals Meeting and operationally through the four Colleges Equal Opportunity Committees.

Local Economy Assessment

Updating the local economy assessment, an essential piece of research providing an annual review of the Hertfordshire economy, has now been approved. This will be produced by the local partners with external economists only used where absolutely necessarily to keep costs down. The inputs are being co-ordinated by a project manager, John Wright, who has been seconded from Hertford

Regional College.

Tourism Activity



The East of England Tourist Board has been commissioned to carry out value and volume research on the economic impact of tourism in Herts that will be broken down by district.

Doyathinktheysaurus!

Branding and Communications

HP and EEDA have agreed a relationship protocol between the two organisations that identifies how that relationship will grow in the future. The terms of reference of HP and the steering group have been refreshed and a communications plan drawn up based on the new terms of reference.

The ad hoc newsletter has evolved into a regular electronic version (and, of course, this is the first issue). HP has been the subject of some 10+ press articles in the last year.

BME Business

To date, the ERainbow project has recruited more than 20 organisations as members, held two community networking events, plus a statutory agency event, appointed a part-time co-ordinator and is currently conducting a survey of existing and prospective members' needs.



Hertfordshire Key Fund

To date, HP funding and ESF match funding have been used to support ten groups that provide support for people who are disadvantaged in the labour market. These groups are Gingerbread, Townsend House, Relate Herts Central, Theatre Resource, Bullying Task Force, Emmaus St Albans, Bishops Stortford YMCA, BASE (Herts

Young Homeless Group West), Sunnyside Rural Trust and The Living Room.

Partnership and Capacity Building

Herts Together has held three events so far, including an annual conference last year with HP. The Hertfordshire Business Partnership has been formed, its terms of reference and membership drawn up and has held two meetings – most recently to help shape the draft Hertfordshire Economic Development Strategy (HEDS).

Hertfordshire Economic Development Officers Group (HEDOG)

Funding has been provided to help test out a new role for HEDOG; to be the body that monitors the progress of the best value action plan for the county's economic development. Measures are in place to collect data to monitor progress against the action plan. Data collection has been sporadic and there is a need to undertake further work to engage non-participating council's in the county. This work is now underway. As the data collection process is cumbersome, HEDOG is focusing on key actions coming out of the review and works to demonstrate good practise and the take up of new ideas.



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HEDS and RES Review

The Hertfordshire Economic Development Strategy (HEDS) *Prosperity in Hertfordshire* is coming to the end of its life. It was originally published in 2000 and designed to last for 5 years. Equally, EEDA is reviewing its regional economic strategy that it is required to review every three years.

HP has held a number of initial consultations to explore the issues affecting the Hertfordshire economy. Based closely on these issues, the first draft of the proposed new economic development strategy will be published shortly, followed by a series of wider consultation arrangements. This process is designed to dovetail with EEDA's new draft regional strategy *Progressing a Shared Vision* that has just been published.

For more information, please contact Adam Wood at adamw@exemplas.com or call 01727 813560.



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Profile of a Partner - EEDA



Richard Ellis and David Marlow join EEDA

The East of England Development Agency (EEDA) is the driving force behind economic growth and regeneration in the East of England, the ideas region – a diverse area already established in the UK as a beacon of creativity and innovation. As a fast growing region the East of England is making a significant contribution to the UK economy and is Hertfordshire Prosperity's main source of funding.

EEDA is a government-funded organisation that plays a strategic role, bringing together the work of partners and businesses. It also acts as a powerful lobbying and influencing voice on behalf of the East of England region.

Its vision is for the East of England to be a world-class region, recognised for its knowledge and skills base, the creativity and enterprise of its people and the quality of life enjoyed by all of those who live and work here.

Its aim is to promote all the positive benefits of living, working and investing in the East of England.

EEDA has recently seen some key personnel changes. Richard Ellis, former chief executive of Kettle Foods, has taken over the EEDA chair from Vincent Watts whose five year term came to an end in December 2003. EEDA also has a new chief executive in David Marlow, former chief executive of Doncaster Metropolitan Borough Council. He takes over from Bill Samuel who retired at the end of last year.

For more details on EEDA, go to their website at www.eeda.org.uk



Understanding Hertfordshire Communities

This is a funding bid to develop a programme of mapping and research activities that have been designed to pave the way for future Investing in Communities projects. The aim of this is to learn

from what we have already done, make best use of existing assets and develop stronger relationships with communities and sectors.

Investing in Communities is a £230 million regional programme over the next 10 years that will help to:

- Build stronger, more vibrant local communities;
- Stabilise, possibly even narrow, the gap between rich and poor;
- Reduce tension between communities;
- Ensure more equitable share of resources.

In Year 1, the focus will be on mapping & research:

- Ensuring we get the IiC programme right;
- Paving the way for following years;
- Possibly some projects starting.

Year 2 onwards will focus on delivering the two broad Hertfordshire programme themes:

A. 'Hertfordshire' - incorporating four broad strands:

- Mobilising resources – stimulating communities;
- London push-out effect (e.g. crime, environmental damage, homelessness, economic migration, etc);
- Pockets of Deprivation;
- Tapping Talent – matching available skills to needs of communities & business.

B. Rejuvenating new towns:

- Stevenage, Hemel Hempstead, WGC, Hatfield – plus possibly Harlow, Basildon, Peterborough, and including new overspill settlements within existing towns (e.g. South Oxhey, Borehamwood);
- Addressing issues of social balance and social inclusion;
- Incorporating the 10% most deprived wards (i.e. Bedwell Plash & Monkswood, Peartree, and Northwick);
- Building on existing community projects (SRB, etc).

For any more information on this, please contact Adam Wood at adamw@exemplas.com or by telephone on 01727 813560.





Herts Rural Forum visit
Childwickbury Goat Farm

The forum is a large, yet informal, group of organisations from the public, private and voluntary sectors. They all share a common interest in the future of Hertfordshire's rural communities and environment.

The partners in the forum include county, district and parish councils, regional government departments and their advisers, the Health Service, the Police, the University, the County Land & Business Association (CLA) and National Farmers Union and the voluntary sector including the Community Development Agency for Hertfordshire and Councils for the Voluntary Sector.

Originally formed as the Countryside Forum in 1989, the forum has evolved alongside the changes to Hertfordshire's rural areas. In 1999, the Rural Forum emerged after a review that was based around nine strands: housing, transport/traffic, rural economy, social exclusion, biodiversity/landscape, access to services, community identity and involvement, the needs of young people and recreational pressures and opportunities.

To deliver this agenda, the main roles of the forum were identified as:

- Undertaking rural proofing of the many plans and strategies to ensure that they have an appropriate rural dimension.
- Linking rural Hertfordshire with the East of England Region to ensure recognition of the county's rural issues.
- Building capacity of local groups and organisations to help them respond positively to change.
- Promoting innovation through the dissemination of new ideas and project proposals.
- Linking organisations and groups that have an interest in rural issues.

The 'Agenda for Action' has proved to be successful and there have been notable successes with the development of a rural transport strategy; addressing rural crime issues most notably hare coursing and fly-tipping; and rural economy issues through developing the Rural Innovation Strategy, which receives funding from EEDA through Hertfordshire Prosperity.

During the life of the 'Agenda for Action', there have been major

changes. As a result, the 'Agenda for Action' needs to be refreshed to take account of the government's response to the Haskins Report, the outcome of the review of the Rural White Paper alongside a growing understanding of the economic and social issues facing rural communities. This work will take place during 2004 with a re-launched strategy next Spring.

Contact: Peter Davidson at peter.davidson@hertsc.gov.uk or Trevor Mose at Trevor.mose@hertsc.gov.uk or call 01992 for more details.

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