

welcome

Welcome to the fourth issue of the 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 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 April 2005, please email it to info@hertsprosperity.com

Click on the links below to access each story.

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Developing Role of Hertfordshire Prosperity

Hertfordshire Prosperity (HP) has been in existence since 1991, when it was formed to meet the demise of the defence and aerospace industries, and ameliorate the impact on the local economy. It has been reviewed and reorganised a number of times since then to reflect changes in the economy and the evolving relationship between partners.

Over the years, HP's role has become clarified and refined as:

- Providing representation & leadership to encourage growth of

the Hertfordshire economy;

- Encouraging cohesion between partners;
- Lobbying on regional and sub-regional issues;
- Developing and ensuring delivery of the Hertfordshire economic development strategy;
- Developing new programmes and managing the delivery of existing programmes.

Hertfordshire and the region as a whole are facing a myriad of far-reaching changes, many of which will impact on Hertfordshire Prosperity and the way it operates. The issues driving this change include regional skills and competitiveness, the recent review of the role of SREPs, the publication of the new regional economic strategy and the development of the new Hertfordshire economic development strategy, the new EEDA Corporate Plan, the identification of new growth areas and creation of new local delivery vehicles.

To enable HP to respond to these changes, in the future we will be concentrating more on strategic issues and slightly less on specific HP-funded projects. We will also be exploring a number of possible options based around creating a company limited by guarantee. The proposal will be developed over the next 12 months.



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The Watford Health Campus

Over the last 18 months, six partners have been working to deliver an innovative and environmentally friendly regeneration project in the West Watford area. The partners are:

- West Hertfordshire Hospitals NHS Trust;
- Watford & Three Rivers PCT;
- Herts Partnership Trust;
- Watford Borough Council;
- Watford Football Club; and
- East of England Development Agency.

The Project has been badged "The Watford Health Campus". So, what is a health campus?

In July 2004, approval was given to start work on the detailed planning of a new hospital at Watford General. This hospital will be part of a new way of delivering modern healthcare in Hertfordshire, with much greater emphasis on preventative medicine and keeping health-services close to patients' homes. The development is part of

a £1 billion pound investment in healthcare for the Bedfordshire and Hertfordshire region.

The new hospital will re-provide all of the main Watford hospital buildings including a new maternity unit as well as major trauma facilities. There will also be a new Reconstructive Plastic and Burns surgery unit. The ideas of the Partnership develop this traditional model further. New GP services including a new surgery and services targeted at people who are reluctant to visit their own doctor will be available on site.

How the football club's expertise in physical training, community education and community involvement can be developed to provide opportunities for exercise, health assessment and lifelong learning is being explored. The club also has expertise in managing conferences, events and corporate hospitality that can benefit both the new hospital and local businesses.

Surrounding the hospital, new dedicated accommodation for key-workers and new business space will be created. The new homes will provide opportunities for varying levels of home ownership for people who live and work in the area.

There will be increased, better laid-out and more efficiently-managed parking along with substantially improved public transport services, improved pedestrian access and cycle paths to the health campus, including a new road and potential rail link.

The new business space will enable those firms who trade with the hospital to be located close by. There will also be space for new firms to set up and grow in purpose designed incubator units. The Hospital Trust is in negotiation with well-known Higher Education establishments to bring their expertise to the locality and the possible use of premises for medical research which will contribute to the delivery of health care.

With regard to Environmental issues the Council are seeking to minimise the carbon impact of the scheme through the use of renewable energy and investigating a waste minimisation strategy to emphasise recycling, re-use and re-engineering of waste.

If you would like to find out more, please refer to <http://www.watfordhealthcampus.info>



The annual HP conference will be held on the morning of Tuesday 29th March 2005 at the Fielder Centre in Hatfield. Hosted by Neville Reyner CBE DL, the focus of the conference will be to consult on the new draft Hertfordshire Economic Development Strategy and to explore how the strategy can be delivered effectively.

The morning will consist of a keynote presentation by Tim Wilson, chair of HP, on the issues facing the Hertfordshire economy, followed by a series of workshops exploring the draft strategy in more detail.

If you would like to attend the conference, you can request a booking form by emailing to info@hertsprosperity.com

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It's all change at the Hertfordshire Observatory

A new project manager - Ian Anker - was appointed for the Observatory in January 2005. His initial task is to review the current status of the Observatory and to recommend the best way forward for the site so that it can continue into the future on a sustainable financial basis.

The Observatory has been based on the same platform since it was initially created by the University of Hertfordshire. In 2003, it was transferred across to Hertfordshire County Council but no change was made to the technology behind the site. New legislation, such as the Disability Discrimination Act, has now come in to effect stating that all public-facing websites are as accessible as possible. It has also become clear that there is a wish for changes to be made to the Observatory site to improve navigation, search facilities and functionality following visits to Hertfordshire Prosperity partners.

We're therefore taking the opportunity to look at moving the Observatory to a new platform. Not only will this allow us to redesign the site to make it more accessible for those users with physical impairments, but there will also be a host of new enhancements. For instance, contributors will be able to be alerted when their data is up for review. End-users will have a completely new navigational structure and this will make it easier to find data.

Any changes that are made to the Observatory need to have your support - the people who actually use the Observatory. To make sure that we're looking at getting these changes right, we've created a short survey that we'd like you to fill in. This will help give us more information about how you use the Observatory - what you'd like to

see on there and what you like (and dislike!) about the current site. You can access this survey here www.hertsdirect.org/ufs/ufsmain?formid=HOBSURVEY

To visit the Observatory, go to www.hertsobservatory.org



Hertfordshire Prosperity Web Portal

The new web portal for Hertfordshire Prosperity is going live in the next week or so. This web portal will communicate the RES and HEDS strategy and act as a gateway to HP's partners.

The portal has been designed to centre around the eight strategic goals with links to the lead partners' websites. As well as this, past issues of the HP newsletter, press release and some useful documents will also be available.

The next stage is to feature details of the programmes and projects that Hertfordshire Prosperity supports in the Programmes section as well as some useful background papers.

We welcome any feedback on the web portal.

The web portal address is www.hertsprosperity.com Project contact: Victoria Cox on 01727 813476 or info@hertsprosperity.com



Investing in Communities

Investing in Communities (IiC) is an exciting and innovative major new programme, funded through EEDA's Single Programme funds, that will encourage a holistic partnership approach to tackling regeneration and renewal in deprived communities in the East of England. In developing this new programme, we will be drawing on evidence of need through four main pieces of research and mapping. The programme will have at its core, the strategic priorities at national, regional and sub-regional level. It is important that the programme reflects the priorities and shows the linkages between the LSPs and communities strategies across the county. The programme will have been born out of extensive consultation with partners across the county and will take into consideration 'lessons

learnt' from other regeneration activities, and programme evaluations.

The IiC team have been busy over the last few months setting systems and procedures in place for the start of the new programme. Initial visits have now been made to most LSPs and partners, and the team are constantly working on communicating across the county on IiC issues. The team are currently working on an IiC communications plan, which will be out in draft for consultation shortly.

The steering group met for the first time on the 17th December 2004. The steering group is a membership of the 10 District LSPs plus Herts Together and other key partners and stakeholders that deliver across the county. The group will meet once a quarter and have overall responsibility for the strategic vision of the IiC programme for Hertfordshire. At the meeting, Mark Mitchell of Dacorum CVS was elected Chair and the Terms of Reference and key objectives were agreed. For further information about membership, the terms of reference and minutes, please contact Emily Butterworth, IiC Coordinator.



The IiC Steering Group meets for the first time

The IiC management team are at present in the process of submitting an interim proposal to EEDA for continuation funding from April 2005 to July 2005. The interim funding will allow for retention of staff that will prepare the 9-year business plan (programme framework document) for submission to EEDA. The interim period will also allow for continued capacity building, which will further embed the rationale behind the IiC programme across the county. For further information in regards to the proposal, please contact Debbie Akehurst, CL&D Manager, IiC.

For further information please contact:

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Project Progress

Hertfordshire Prosperity supports a number of core and rural projects throughout the county with funding from the East of England Development Agency (EEDA). Each newsletter has an outline of a number of projects. Here you will find out how the Film Champion and BME Business projects are progressing.

Film Champion Update

Elstree Film & Television Studios is currently assisting in several major productions including a serial adaptation of the Charles Dickens classic "Bleak House" where shooting has now been confirmed at Balls Park for one of the main locations, and "Flyboys", a feature about young American soldiers who joined the French Air force in World War I. Trisha Goddard's all new programme which is being aired on Channel 5, is currently filming at Millennium Studios.

Productions currently shooting in the East of England include: Harry Potter 4 at Leavesden Studios, Bleak House, Jericho, Judge John Deed & Hex 2 shooting at Bushey Campus, Love Soup and Murder in Suburbia 2 shooting at Park Street Studios, Shakespeare Adaptations & Waking the Dead.

The East of England continues to prove it has plenty to offer filmmakers shooting on location with 2004 a record year for production activity in the region. Screen East's location department logged 2,083 location enquires (a record), 1,490 shoot days, and 836 new locations registered in the location library.

For more details log-on to the website at www.screeneast.co.uk

Project contact: Jess Lewington on 01923 495051 or jess@screeneast.co.uk

Erainbow Projet helps celebrate International Women's Day

A special event is being held on International Women's Day to celebrate the contribution and role of women in the voluntary, public and business sectors in Hertfordshire with a combined one-day conference and evening networking supper.

This event will be held at the University of Hertfordshire Fielder Centre in Hatfield on 8th March 2005 and is being jointly co-

ordinated by Business Link Hertfordshire, the Caribbean Women Equality and Diversity Forum (CWEDF) and the ERainbow Network project.

The conference is being opened by Dr Caroline Bowes Lyon, Lecturer and Researcher at the University of Hertfordshire and a Patron of CWEDF.

Dr Doreen Lawrence, OBE, Director of the Stephen Lawrence Charitable Trust and Human Rights Campaigner, will deliver the Keynote address at the day conference. Theresa Freeman-Wang of Whittington Hospital will be giving a talk about 'Women achieving at the highest level - what does it take to succeed in a profession that has been a man's world?

The conference will also feature a panel of women who have achieved success in a wide range of fields in the public, voluntary and business sectors. It will focus on how women can be helped to develop their full potential in these sectors, and to maximise their effectiveness by working collaboratively and in partnership. Two undergraduate female science students at the University of Birmingham will form part of the panel.

Moreen Pascal, Development Manager – Ethnic Minorities at Business Link Hertfordshire, said "The International Women's Day Conference promises to be an inspiring and enjoyable event. I would encourage women - and men - from all sectors and backgrounds to attend: it will give people the opportunity to hear some inspirational speakers, meet people from a wide range of different organisations, and make valuable contacts."

Project contact: Moreen Pascal on 01727 813551 or moreenp@exemplas.com



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Partner Profile - Connexions

Connexions is a youth service that provides advice, guidance, support and personal development opportunities to all 13 - 19 year olds. Through the creation of a partnership, it brings together a wide range of youth services that help young people.

Connexions Hertfordshire began its work in April 2002. Hertfordshire County Council acts as the lead body to the partnership, with governance provided by an independent consortium board. Young people are directly involved in many aspects of the partnership's

work, including the consortium board.

Through its work with key agencies, the partnership is able to influence and co-ordinate much of the provision for young people in Hertfordshire. Personal advisers (PAs) are based in schools, colleges, and in a number of specialist agencies such as the minority ethnic curriculum support team and Millennium Volunteers.

Connexions PAs help young people to make choices and take responsibility for their actions. Personal advisers undertake an individual needs analysis in a variety of ways, including the assessment, planning, implementation and review framework, which is used to chart young peoples progress and target areas for their personal development. Connexions conferences are held on an annual cycle in schools and identify young people who need additional help. A good understanding of data ensures that specialist PAs are targeted to work with vulnerable and hard-to-reach groups.

Connexions also places great emphasis on building strong links with local businesses and training organisations. Advisers can offer young people good advice and up-to-date information on getting started in work and will keep in touch with them while they are training.

Across Hertfordshire a network of One Stop Shops provide young people with information on everything from relationships, housing, budgeting to work opportunities. There are One Stop Shops in Hemel Hempstead, Stevenage, Hatfield and Watford.

In addition to One Stop Shops, Connexions Centres provide support on work and training opportunities and there are over eighteen across the county.

For information on where to access the nearest One Stop Shop or Connexions Centre visit www.connexions-hertfordshire.co.uk or call 01992 531976.



An out of hours service for young people is available from Connexions Direct the national helpline service on www.connexions-direct.com

or by calling 080 800 13 2 19



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