

welcome

Welcome to the third 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 are 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 February 2005, please email it to victoriac@exemplas.com

Click on the links below to access each story.

Featured in this newsletter..

- [HP People](#)
 - [Hertfordshire Prosperity Web Portal](#)
 - [Annual Conference](#)
 - [Local Economic Assessment nears completion](#)
 - [Partner Profile – The Learning and Skills Council Hertfordshire](#)
 - [RES Review – A shared vision](#)
 - [Investing in Communities](#)
 - [Project Progress](#)
 - [Herts Disability Awards Winners](#)
-

HP People

Hertfordshire Prosperity's team based in St Albans has swelled to four members recently following the award of IiC funding from EEDA.

The team is now made up of:

Adam Wood - became partnership director in 2002. He joined from Working Luton, a social enterprise providing training for young people in Luton & South Beds.

Angela Spencer - joined in the summer of 2003 as Programme Manager from the economic & development unit at Hertfordshire County Council where she worked on a range of social inclusion projects.

Debbie Akehurst - joined the team last month as Community Liaison and Development Manager for IiC. She joins from Stevenage Borough Council where she managed the Regeneration SRB Programme for Stevenage.

Debbie will promote the development of local projects that are consistent with regional and sub-regional strategic objectives and meet the aims of the Hertfordshire IiC programme. Initially Debbie will carry out research leading to a longer-term programme for 2005.



Debbie Akehurst, Community Liaison and Development Manager for IiC

Emily Butterworth - also joined last month as Investing in Communities Programme Co-ordinator from the Professional Development Centre for the Voluntary and Community Sector at North Hertfordshire College, where she managed a county-wide training programme. Emily's role is to manage the Hertfordshire Investing in Communities programme, and provide support to Debbie. Emily will help individual project managers to meet their objectives, outputs and financial requirements on time, providing regular reports to the IiC steering group, HP and EEDA.



Emily Butterworth, IIC Programme Co-ordinator

Key people working with HP

Since our last newsletter, a number of other changes have occurred across the partnership.

Steve Cox - appointed Director General Development, EEDA.

Peter Watson - appointed Director General Operations, EEDA.

Dave Kellett & Anne Fisher at Hertfordshire County Council have moved on to pastures new with:

- **John Pryor** moving to Head of Economic & Community Development, HCC
- **Jan Hayes-Griffin** – appointed Assistant Director of Environment, HCC from Dacorum Borough Council.



top

Hertfordshire Prosperity Web Portal

Work has started on designing a web portal for Hertfordshire Prosperity. This web portal will communicate the RES and HEDS strategy and act as a gateway to HP's partners.

As well as featuring the eight strategic goals with links to the lead partners, the portal will feature updates on HP programmes and projects, links to partner sites and the Herts Observatory website, past issues of newsletters, agendas and minutes from steering group meetings and useful background papers such as strategy documents.

The web portal is due to go live in January 2005. The address will be www.hertsprosperity.com. Project contact: Victoria Cox on 01727 813476 or victoriac@exemplas.com



top

Annual Conference

The next Hertfordshire Prosperity conference will take place in mid-February 2005 at the University of Hertfordshire's Fielder Centre in Hatfield. 'Economic development in Hertfordshire' is the theme of the conference focusing on the HEDS review, how it is to be implemented and the partners involved.

If you would like to express an interest in attending the conference, please email your details (name, telephone number and email) through to victoriac@exemplas.com and you will be added to the invitation list.



top

Local Economic Assessment nears completion

The Local Economic Assessment report (LEA) 2004 is nearing completion and will shortly be available on the Herts Observatory website.

The LEA is a document that allows people to understand Hertfordshire, its economy, its people and its environment. Historically, it was produced on an annual basis but a delay to the 2003 edition urged Herts Prosperity to change the way it is produced.

Previously, the LEA was compiled by outside consultants with contributions from local partners. The 2004 edition has now been brought "in-house" with the assistance, where necessary, of third party consultants and is overseen by a project manager appointed from within one of the lead partners.

To view the LEA when it becomes available, go to www.hertsobservatory.org.uk



top

Partner Profile – The Learning and Skills Council Hertfordshire

The Learning and Skills Council (LSC) Hertfordshire is responsible for planning, funding, and promoting post-16 education and training

(apart from higher education) in the county.

This includes school sixth forms, further education colleges, work-based learning (such as Apprenticeships), adult and community learning, and workforce development.

LSC Hertfordshire is one of 47 such LSCs across England.

The LSC works to make "learning" a part of everyday life, where everyone can capitalise on high-quality training and education opportunities.

It achieves this by focusing on the following tasks:

- Raising participation and achievement by young people;
- Increasing demand for learning by adults equalising opportunities through better access to learning;
- Raising skill levels for national competitiveness;
- Improving the quality of education and training delivery;
- Improving effectiveness and efficiency.

LSC Hertfordshire is led by Executive Director, Roy Bain. He says:

"We want to increase productivity by providing the skills that businesses need. And, just as importantly, we want to provide greater opportunities to help people achieve their full potential through learning."

LSC Hertfordshire has developed successful and productive relationships with many organisations. In particular, it works closely with Business Link Hertfordshire, Connexions, further education colleges, school sixth forms, training providers, the University of Hertfordshire, Jobcentre Plus, Hertfordshire County Council and community and voluntary organisations. It is also one of Hertfordshire Prosperity's lead partners and Roy Bain is a member of the steering group.

A council of senior non-executive directors from a wide range of relevant areas guide LSC Hertfordshire's activities. These members have a diversity of skills and business experience encompassing disadvantaged or excluded people, employees, young people and people with special learning needs, adult learners and people who face discrimination.

For further information, visit www.lsc.gov.uk/herts or email hertsinfo@lsc.gov.uk



top

RES Review – A shared vision

The regional economic strategy (RES) for the East of England has now been published by EEDA.

The RES is the framework within which many different organisations can work with businesses, communities and individuals to improve the region's economic performance and the quality of life of those who live and work in the region.

The executive summary sets out the main components of the regional economic strategy, the vision for the East of England, the eight strategic goals through which this vision will be pursued, the sub-regional, national and international context for the strategy and finally, how the strategy will be delivered and monitored.

The full regional economic strategy is available as a downloadable pdf on the East of England Observatory website at www.eastofenglandobservatory.org.uk

For further details email: resinfo@eeda.org.uk Project contact: Neil Hayes on 01223 484532 or neilhayes@eeda.org.uk



top

Investing in Communities

Hertfordshire Prosperity is the first to receive funding from EEDA under the Investing in Communities (IIC) programme. The funding

will be used to research the future regeneration needs of new towns in Hertfordshire and develop a longer-term programme in 2005.

The work Hertfordshire Prosperity will be taking on includes research for the regeneration needs of new towns such as Hatfield, Hemel Hempstead, Stevenage and Welwyn Garden City. Studies will also be carried out to accurately define pockets of deprivation in the county. The programme will focus on developing the capacity of local communities and on mapping and researching key issues.

A logotype has been commissioned for IiC in Hertfordshire.

Debbie Akehurst has been recruited through secondment from Stevenage Borough Council to lead the research work. Emily Butterworth has also been recruited and she will manage the IiC programme and provide support to Debbie.

Investing in Communities, a campaign led by the East of England Development Agency, is an integral part of EEDA's sustainable economic development role. It will have a key role to play in achieving the region's vision for economic prosperity.

The objectives of the fund are to:

- improve economic performance in deprived areas;
- improve the employment opportunities of disadvantaged groups;
- address social exclusion and inequality issues.

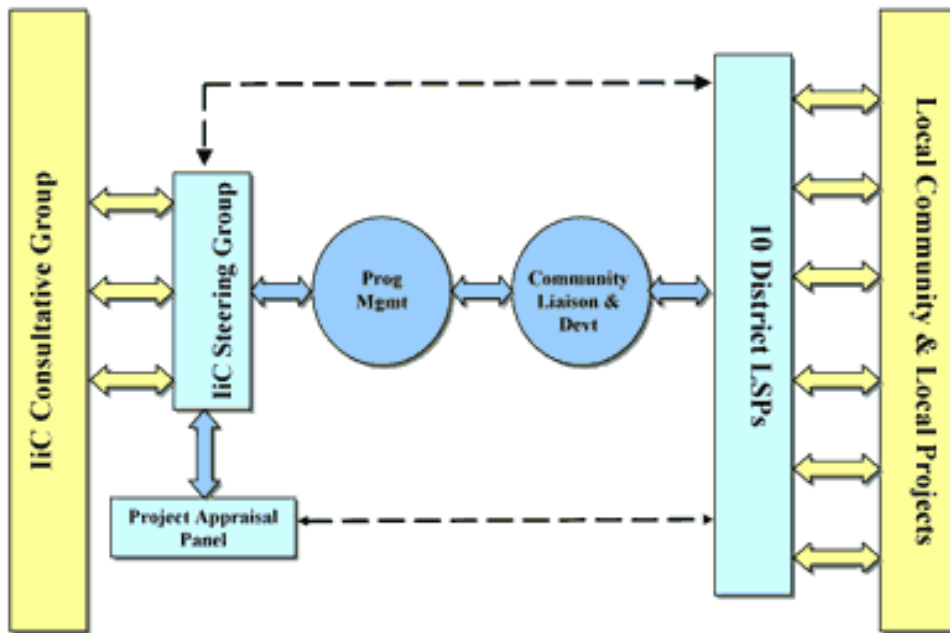
Its aims include tackling social exclusion as well as improving job prospects for some of the most deprived communities in the region.

The IiC fund has been launched by EEDA in response to the end of the Single Regeneration Budget programme, a funding stream designed to regenerate disadvantaged areas.

The IiC programme will encourage a holistic approach to tackling regeneration in deprived communities in the East of England. In developing the programme, EEDA has drawn on the evidence of national and strategic priorities, lessons learnt from the SRB programme and other programme evaluations, as well as extensive discussions with partners across the East of England.

For more information about IiC, visit the partnership section EEDA's website at www.eeda.org.uk

Project contact: Debbie Akehurst on 01727 813427 or debbiea@exemplas.com



Structure for managing Iic in Hertfordshire

 [top](#)

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 Grown in Herts projects are progressing.

Film Champion for Herts takes Hertfordshire to Hollywood

UK Showcase, a conference celebrating the relationship between the US and UK film industries, took place in Hollywood in November and was sponsored by over 60 UK film and TV industry companies (including Screen East), and attended by the cream of the international filmmaking community. Screen East was able to promote Hertfordshire at the heart of movie making with the aim of encouraging the high-end feature films to continue their investment in Hertfordshire.

Inward Investment feature film projects that the Film Champion for Herts project (through Screen East) has attracted recently to Herts

include a new adaptation of 'Bleak House', Miramax Film's 'Derailed', and 'Hitchhikers Guide to the Galaxy'. Little Britain, Foyle's War, Murder in Suburbia 2, Judge John Deed, Cherished, Holby City, EastEnders, Life Begins 2, and many, many more TV series and dramas have found locations, or production bases, in Herts through Screen East. Look out for these on your TV screens and in the cinemas and spot the Hertfordshire locations!

Data collected by Screen East's locations department shows that in the first two quarters of the financial year 2004/05, 160 new locations were logged onto the locations database (60 more than estimated). There were also 585 shoot days recorded in the county (an increase of 23.5%), and an overall increase in enquiries dealt with by the team for locations and assistance of 18% on the previous period's figures.

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

Rural-funded projects

Grown in Herts

Saturday, October 23rd saw the return of the first Farmer's Market to Market Place in Hertford since the turn of the 20th century with up to 25 stalls offering a wide selection of produce from local farmers and producers.

Photographic records at the turn of the 20th century show a bustling market and the return of the Farmer's Market was no different. Farmers provided a wide range of goods for sale and traded briskly throughout the morning. Local produce such as lamb, chickens, cheese and vegetable all sold out.

So successful was the event that new dates have now been agreed in both Hertford (22 January, 23 April and 22 October) and Ware on the Bank Holidays (28 March, 2 May, 3 July and 29th August).

Grown in Herts is working in partnership with North Herts District Council and a newly regenerated Farmer's Market will run in Hitchin every 4th Tuesday of the month from the 30th November 2004.

Grown in Herts has produced a Farmer's Market directory highlighting the village Farmer's Markets held throughout the county. Copies can be obtained from Carole Skidmore and are available online at www.growninherts.org.uk

Grown in Herts aims to increase the number of producers supplying

local produce and enhance the turnover of farming businesses while increasing demand for locally produce food.

Project contact: Carole Skidmore on 01992 531610 or carole.skidmore@eastherts.gov.uk



The first Hertfordshire Farmers Market takes place



Herts Disability Awards Winners

In the last issue of this newsletter, we told you about the forthcoming Herts Disability Awards. At an award ceremony on 1st October, the winners were announced and received their award from guest speaker and Olympic medallist, Duncan Goodhew. The winners were:

Customer access to goods & services category

1. Small Business – Cathedral & Abbey Church of St Albans
2. Medium Business – Aylett Nurseries Ltd
3. Large Business – Nationwide Trust Ltd

Recruitment, selection & employment category

1. Small Business – Council for Voluntary Services for St Albans District
2. Medium Business – Tewin Bury Farm Hotel
3. Large Business - Land Registry, Stevenage Office

Supporting people with disabilities in education & training category

1. Small organisation – Dundale Primary School and Nursery
2. Large organisation – Ridgemoor Park Training Centre

Disabled business person of the year category

1. Jane Barnes, Yakkey-Yak Multimedia Company Ltd

Special award for small education and training

1. Breachwood Green JMI School



Nationwide Trust Limited wins the large business category sponsored by Hertfordshire Prosperity.



Know someone who would like to receive this newsletter?

If you would like to forward this newsletter to a colleague, press the forward button in your email software.

If you do not wish to receive this newsletter, please email victoriac@exemplas.com