Local Industrial Strategy
Stakeholder & Engagement Activity
March 2018-2019

Lucy Gravatt, Head of Communications
Local Industrial Strategy objectives

• To identify how Hertfordshire can make the most impact on UK productivity and set a roadmap for a generation

• To showcase Hertfordshire’s potential by building on the cutting-edge innovation already taking place within our borders
A clear route to success

Stakeholder engagement
Series of Hertfordshire-wide events, roundtables, news bulletins, B2B PR, local briefings and wider South East discussion forums/panels

Public awareness campaign to tell the Hertfordshire ‘story’
Multi-media format to maximise engagement and provoke discussion/debate

Sharing the economic evidence base
A robust evidence base that maps out specific opportunities and challenges; builds on strengths and addresses weaknesses
Annual Conference: March 2018
• Laid the groundwork for a Local Industrial Strategy that showcases the county’s potential
• Featured an inspiring panel of industry experts from Ocado, Royal Veterinary College, BRE and Cell & Gene Therapy Catapult
• Over 230 delegates registered, ensuring the voice of business shapes the Local Industrial Strategy (LIS) development process
• Timed to coincide with launch of Hertfordshire Science Partnership (an example of the LIS in action) by Business Secretary Richard Harrington: endorsement from HMG from outset
• Significant spike in audience engagement and positive inbound messages on social media
Building on our evidence base

Perfectly Placed for Business: The refreshed Strategic Economic Outlook 2017-2030 July 2017

Hertfordshire Economic Outlook 2018

Grand Challenges for Hertfordshire Towards our Local Industrial Strategy

Skills & Labour Market Review 2018

East of England Science & Innovation Audit

Industrial Strategy
Building a Britain fit for the future
Laying the groundwork

State of the Economy: November 2018

- Presented the economic evidence that will underpin the county’s Local Industrial Strategy

- Wider socio-economic trends set out by panel of economic and industry experts

- Launch of the Hertfordshire Business Productivity survey and ‘Hertfordshire Conversation’, comprising a series of forums, briefings and roundtables to capture stakeholder views

- High levels of audience engagement with event sold out weeks in advance

- Over 160 delegates with good representation from public, not-for-profit and private sectors; major spike in engagement and positive inbound messages across social media

- Continued interest from HMG – event cited as ‘excellent’ in Hertfordshire LEP’s Annual Performance Review 2018
The ‘Hertfordshire conversation’

**Business breakfasts and roundtables**
Member and partner events, sector and places based forums/roundtables and a series of deep dives into specific challenges/opportunities to refine the underpinning evidence base.

**Briefings**
BEIS and local authority leaders; cross-party groups across wider South East geography.

**The work of the Grand Challenge Commission**
One to one conversations with business leaders, academics/researchers and local politicians to understand how Hertfordshire can contribute to the national response to the Grand Challenges and five foundations of productivity.

**Dialogue**
Ongoing discussions with newly formed Hertfordshire Growth Board, local and central Government and neighbouring LEPs on process, progress & emerging priorities.
Roundtables: shaping local economies

Letchworth’s Economic Future

Broxbourne/London fringe

St Albans: a creative city
Two-way dialogue

Inspiring talk from Pclarke_ocado AI champion for @HertsLEP essential to embrace technology critical for innovation and for HertsForGrowth

Thanks to many Letchworthbusinesses who joined us @LetchworthGC @HertsLEP earlier, great energetic discussion on Letchworth’s economic future - incubation, workspace, networks, HertsforGrowth - next = ideas to action

From over 100 proposals, Government have chosen Hemel Herts as one of 5 successful bids for new GardenTowns. A giant leap forward in the area’s transformation with 8000 new jobs from HertsQ and now up to 11k new homes ow.ly/aWzL30obUBC @mhclg @DacorumBC HertsForGrowth

Good to hear @JohnGourdJM talk about his role leading the ‘Grand Challenge Commission’ to develop a local industrial strategy for Hertfordshire ... and the desire to get herts businesses involved HertsForGrowth

Our first Envoy Programme meeting of 2019 is underway, with growth on the agenda This morning we’re discussing LocalIndustrialStrategy progress, Hertfordshire’s EnterpriseZone and VisitHertsUK’s vision for the county’s visitor economy. HertsForGrowth

#Hertfordshire has high GVA/head but lags in rate of change; others grow faster. HertsForGrowth aims to change that, says Mark Bretton @HertsLEP
Where we are now

Continue to gather evidence
Further evidence gathering including Productivity Analysis; Social Enterprise and Digital impact reports both within and outside the LIS process as ongoing LEP good practice

Complete roundtables
Letchworth (2); Broxbourne, UH and St Albans with mechanism to feed into LIS process

Draft strategy
Develop overall project plan and synopsis into first draft strategy to share with LEP Board: 21 June before further development and co-design process summer 2019

Campaigns
Use evidence base and emerging themes to help articulate key LIS asks. Continue to show projects that evidence commitments to five foundations of productivity = LIS in action
Business as usual: LIS in action

Hertfordshire IQ

Cell & Gene Therapy Catapult

Hertfordshire Science Partnership

Hemel Garden Communities
Developing the strategy: place + sectors

Using the evidence base, ‘deep dives’ and stakeholder engagement, Hertfordshire’s strategy will:

Chart the future, taking into account the wider South East economy and Hertfordshire’s place within it

Build on the strategic themes set out in the Strategic Economic Plan

Set out a series of potentially ‘game-changing’ projects evolving out of existing priorities

Delivering inclusive growth + productivity
From consultation to final strategy...

From APRIL to JANUARY:

- **APRIL**: Complete roundtables
- **MAY**: Draft strategy and HMG co-design
- **JUNE**: Publish business survey results
- **JULY**: Further evidence gathering including Productivity Analysis; Social Enterprise and Digital impact reports
- **AUGUST**: Annual Conference
- **SEPTEMBER**: Public consultation
- **OCTOBER**: Final re-draft
- **NOVEMBER**: Final strategy submitted to HMG
- **DECEMBER**: Ongoing learning of local economy (place/sector/themes) LEP business as usual and LIS asks campaigns