Local Industrial Strategy
Stakeholder & Engagement Activity
March 2018 – January 2020

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
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
Setting out the ambition

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
Annual Conference: March 2018
Building on our evidence base


Hertfordshire Economic Outlook 2018

Grand Challenges for Hertfordshire Towards our Local Industrial Strategy

Infrastructure & Funding Prospectus 2018-2031

Skills & Labour Market Review 2018

East of England Science and Innovation Audit

Loss of Employment Space in Hertfordshire Study into causes, implications and solutions

Brexit and Hertfordshire

HERTFORDSHIRE BUSINESS PRODUCTIVITY STUDY

Social enterprise trading in Hertfordshire and its contribution to the local economy
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.

**Grand Challenges**
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
Showcasing sector strengths

Annual Conference: October 2019

• A showcase of the county’s thriving life sciences cluster, hosted at GSK and featuring a VIP tour of the expanding Stevenage Bioscience Catalyst (SBC) and Cell and Gene Therapy Catapult Manufacturing Centre

• Keynote address by Minister for Business and Industry, Nadhim Zahawi MP, on how Government’s Industrial Strategy is creating the right conditions for local economic growth

• The Minister announced SBC’s successful application for the Stevenage Advanced Therapeutics Campus to be designated a Life Sciences Opportunity Zone, one of just six in the UK

• Sold out event with high-calibre panel of speakers and 227 delegates registered, including corporates, SMEs, public sector, education, not-for-profit and membership organisations
Two-way dialogue

Nadhim Zahawi for Stratford-on-Avon @nadhimzahawi - Oct 8
A great pleasure to speak at the @HertsLEP Annual Conference yesterday where I was thrilled to announce that @StellioC's Advanced Therapeutics Centre has been designated a Life Sciences Opportunity Zone.

Graham Fisher @gfisher1

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.

Clir Jan Goodeve @JanGoodeve - Oct 7
Fascinating morning @GSK for @HertsLEP Annual Conference #HertsForGrowth Cell & Gene Therapy @innovateuk It's all happening here!

Hertfordshire LEP @HertsLEP - Oct 7
Business Minister @nadhimzahawi outlines why Hertfordshire is out of this world! We knew it, they knew it and now you know it too! Thank you @beisgovuk for spreading the word @thecomet24 @BBC3CR @HeartHerts

Amanda Derrick @amanda_derrick

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

Howard Partridge @HowardPartridge

#Hertfordshire has high GVA/head but lags in rate of change; others grow faster. #HertsForGrowth aims to change that, says Mark Bretton @HertsLEP
Business as usual: LIS in action

Hertfordshire IQ

Cell & Gene Therapy Catapult

Hemel Garden Communities

Hertfordshire Science Partnership
• Draft LIS open for consultation from 9 September to 14 October 2019

• 26 responses received from public, private, voluntary and local authority organisations from across and beyond Hertfordshire. Summary of consultation responses published in November 2019

• Feedback on the consultation draft was largely positive, with respondents welcoming the opportunity to take part in the process of moving the LIS forward

• Feedback received will help shape the final LIS, which will go through a co-design process with Government before final publication early 2020
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...

- **APRIL**
  - Complete roundtables

- **MAY**
  - Draft strategy

- **JUNE**
  - Publish business survey results

- **JULY**
  - Public consultation

- **AUGUST**
  - Further evidence gathering including Productivity Analysis; Social Enterprise and Digital impact reports

- **SEPTEMBER**
  - Annual Conference

- **OCTOBER**
  - HMG co-design

- **NOVEMBER**
  - Final re-draft

- **DECEMBER**
  - Final strategy submitted to HMG

- **JANUARY**
  - Ongoing learning of local economy (place/sector/themes) LEP business as usual and LIS asks campaigns