

## COMMUNICATIONS STRATEGY

### INTRODUCTION

Hertfordshire Local Enterprise Partnership (LEP) is one of 39 LEPs across the country tasked by the Government to drive forward sustainable private sector growth and job creation. To achieve this, the LEP brings together key partners from business, academia, voluntary organisations and the public sector to provide the necessary strategic leadership, vision and focus to deliver this aim.

Hertfordshire LEP has three main Programme Boards to deliver this work:

1. **Enterprise and Innovation:** to encourage enterprise and business growth. It also builds on our innovation assets across key sectors in advanced manufacturing and engineering, science and technology and film and media.
2. **Strategic Infrastructure:** to ensure the provision of the appropriate communications, road and rail infrastructure to support current and future needs, as well as appropriate workspaces and housing.
3. **Skills and Employment Board:** to maintain the availability of motivated and appropriately skilled people to meet the current and future needs of employers.

In addition Hertfordshire LEP is working with key partners to deliver a new tourism service for Hertfordshire in 2016 and beyond and is responsible for the delivery of The Careers and Enterprise Company in the county.

We adhere to robust governance arrangements to ensure that the LEP's decision-making is open, transparent and accountable and provides value for money. All our LEP Board papers and governance arrangements are available to view via our [website](#).

### CORE ROLES

While we are not involved in direct delivery our role is to be a:

- **Strategic leader:** to develop a long-term vision for Hertfordshire's economy
- **Co-ordinator:** to create the relationships and networks that are needed for partnership working to flourish
- **Investor:** we have a proven track record in securing significant EU and public sector investment for the county
- **Advocate:** we will continue to advocate for further EU and Government investment on behalf of businesses and the wider community.

### AIMS AND OBJECTIVES

Our Communications Strategy sets out our objectives, aims, key messages, communication channels and priority areas. It is underpinned by a Communications Plan working document outlining our main activities, responsibilities, timeframes and SMART targets.

#### **Our Mission Statement**

*'To accelerate business-led economic growth in Hertfordshire and to establish Hertfordshire's place as a world-leading economy – one of the top three in the country outside London.'*

#### **Our Objectives**

To secure Hertfordshire LEP's future EU and public sector revenue streams and continue to deliver

the projects identified in our Strategic Economic Plan (SEP). **[Key business objective KB01]**

To position Hertfordshire Local Enterprise Partnership as a responsive and credible LEP, capable of delivering the projects and growth set out in the SEP and to communicate regularly and publically on progress. **[Key communications objective KC01]**

**Aims**

- To raise awareness of the role of Hertfordshire LEP
- To publicise potential EU, SLGF and other public sector funding opportunities
- To provide consistent positive messaging on the role of Hertfordshire LEP and the successful delivery of projects outlined in the SEP
- To regularly review the effectiveness of our communications and provide a two-way dialogue between stakeholders, partners and the wider business community
- To broker successful partnership working between the public and private sector
- To ensure decision making is open and transparent with publication of all LEP Board and Programme Board papers to conform to our Governance arrangements.

**KEY MESSAGES**

‘Hertfordshire LEP is focused on helping to drive forward sustainable economic growth – with local business education providers, the third sector and the public sector working together to achieve this.’

‘Thanks to our targeted **Strategic Economic Plan**, we have secured £221.5m to date from the Government’s Local Growth Fund to support economic growth in the county.’

‘We are transforming the economy through the development and delivery of ambitious programmes which will ensure that companies have the funding, support, skills and infrastructure needed to thrive and ensure that Hertfordshire remains a great place to live, work and do business.’

**KEY COMMUNICATION CHANNELS**

<b>Engagement</b>	<b>How</b>
Businesses/general	<ul style="list-style-type: none"> <li>• Media: LEP Board Chair’s column in Mercury Business Supplement; Insight Magazine and regular advertorials in Business Independent. Pipeline of news stories to demonstrate how we are delivering on our SEP promises. Regular coverage in local/regional/trade and B2B press.</li> <li>• Herts LEP newsletter/Website and Social Media feeds (Twitter/LinkedIn) to publicise project calls and programme updates</li> <li>• Via the Business and Banking Forums, Hertfordshire LEP <a href="#">Growth Area Forums</a>, Hertfordshire LEP AGM and Report, Hertfordshire Limited (Grant Thornton) and other key sector groups</li> <li>• Attend relevant networking events/Expos and take up opportunities for public speaking where appropriate</li> <li>• Sponsorship of business awards most closely aligned to key LEP policy/activity and attend and support relevant partnership events</li> <li>• Demonstrate where LEPs are encouraging business growth and supporting SMEs directly via Hertfordshire Growth Hub and UKTI case studies. Crossover campaign activity between LEP and Growth Hub.</li> <li>• Widespread publicity campaigns to notify Hertfordshire residents and business community of key areas of interest and high-profile activity (e.g. new tourism service/Careers and Ent. Co/Enterprise Zone)</li> </ul>

Stakeholder	<ul style="list-style-type: none"> <li>• Direct engagement with LEP Board/Executive</li> <li>• Via working groups (for example, Herts Leaders, HEDOG, HCC Transport Planning)</li> <li>• Stakeholder newsletter for regular progress reports on key shared areas of activity (tourism service/Careers and Enterprise Company mailshots); Herts LEP newsletter/website and social media</li> <li>• Build reputation through a number of cross-over campaigns with agreed media activity and communication protocols in place to take these forward</li> <li>• Organise, attend and support partnership networking events, where appropriate, to raise awareness of joint campaigns.</li> </ul>
Political	<ul style="list-style-type: none"> <li>• Brief Hertfordshire MPs and County Councillors on progress via Growth Area Forums, AGM, Herts LEP newsletter and provide regular policy briefs as and when required. Seek endorsement where appropriate</li> <li>• Demonstrate how LEP activity fits in with national policy and liaise with Cabinet Office Local Campaigns Team - London, East &amp; SE to promote cross-over activity across region. Engage with Whitehall and Parliament on key LEP policy issues and secure Ministerial support for high-profile Growth Deal projects.</li> </ul>

## **KEY PRIORITIES**

In addition to updating key audiences on how we are delivering on our SEP we will develop and review communications strategies, agreed protocols and resourcing arrangements for these specific priority projects for 2016:

### **Visit Herts**

**Enterprise Zone** *[with regular guidance from Cities & Local Growth Unit]*

**Careers and Enterprise Company**

**Stevenage First:**

We will agree and adhere to a set of metrics to monitor effectiveness across all our communications activity. We will continue to work with the LEP Network to share good practice and build a more coherent national picture of LEP activity.

As part of our efforts to review and regularly improve our communications and governance arrangements we are in the process of procuring a new website/intranet facility with key document sharing facilities for partners. We aim for this to be fully operational by September 2016. We also agree to undertake a market review of CRM and CMS options with a view to possibly procuring a fully integrated marketing platform by February 2017.

## **Supporting Documents and Useful Links**

[Strategic Economic Plan](#)

[Growth Deal](#)

[Terms of Reference](#)

[Assurance Framework](#)

[LEP Board Papers](#)

[Growth Area Forums](#)

[Hertfordshire Growth Hub](#)

[Hertfordshire LEP newsletter registration](#)