

**Attention of Overview and Scrutiny Committee**

Hertfordshire County Council,  
County Hall,  
Pegs Lane,  
Hertford,  
SG13 8DQ

18<sup>th</sup> February 2016

**RE: Hertfordshire LEP response to Overview and Scrutiny Committee request**

We are writing to respond formally to the OSC request for information about how the LEP can improve how it communicates with the public about its role and successes.

Please find our Communications Strategy which is underpinned by a working communications and campaigns planner aligned to both LEP and central Government initiatives. We will also be aligning Growth Hub and Hertfordshire LEP's marketing and communications activity, where relevant, going forward.

We receive regular widespread coverage on LEP activity across the county in local press and B2B publications. One area that needs further improvement is our database management so that we can create more targeted mailshots across key sectors/geographies; this is a priority for Hertfordshire LEP this year.

All HCC Strategic Management Board members, Cabinet members, County Councillors as well as District Communications Leads should receive regular updates via our newsletter. We currently have one person in post for all Hertfordshire LEP communications and engagement activity.

**Neil Hayes**

Executive Director  
Hertfordshire Local Enterprise Partnership