



# Help Shape Hertfordshire's Economic Future

**Hertfordshire Futures**, the new name for Hertfordshire Local Enterprise Partnership (LEP), is developing a new economic strategy for the county and is seeking a wide range of voices to share their views. By **Lucy Gravatt**

**The rebranded organisation will officially launch at an event on 11 July at Knebworth Barns when it sets out its priorities for the year ahead and how stakeholders can get involved.**

Hertfordshire Futures is a dynamic partnership between businesses and the public sector, driving sustainable economic growth across Hertfordshire. It is the leading voice for the county's economy, setting the strategic direction to accelerate jobs, business creation, innovation and investment.

Its vision is to position Hertfordshire as a powerhouse economy in the UK, where businesses flourish, talent thrives, and communities prosper by:

- Setting the economic direction, fostering an environment that attracts world-class innovation and high-value growth;
- Investing in programmes that support local businesses, deliver skills leadership, drive sustainable and inclusive growth and attract inward investment;

- Advocating for the county on a national stage, ensuring Hertfordshire is recognised as a prime location for growth, innovation and sectorial excellence.

Its mission is to build on Hertfordshire's reputation as a premier location for growth, innovation, creativity and world-leading science, advanced manufacturing and technologies, and to make it one of the foremost economies in the UK. In so doing, it can help realise opportunities to enable residents, communities and businesses to

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## Hertfordshire's Economic Strategy Help Shape Our Future Find out more

thrive, benefitting the environment and providing a better quality of life for all.

Hertfordshire Futures offer a comprehensive suite of programmes and expertise across these key areas:

- **Sector Growth and Investment:** working with businesses in identified clusters and supporting them to grow and expand;
- **Business Support and Enterprise:** equipping businesses and individuals with the tools they need to reach their full potential;
- **Skills and Employment:** growing our pipeline of highly skilled talent to meet the needs of an evolving economy, and support people most in need to progress into good jobs.

Established in 2011, Hertfordshire LEP became fully integrated with Hertfordshire County Council in March 2024, adopting the new name Hertfordshire Futures to reflect its strengthened role shaping a sustainable and prosperous future with initiatives that foster

economic growth, protect our environment and build resilient communities.



Its Board, chaired by **Adrian Hawkins OBE**, provides business leadership of economic growth, oversight of Hertfordshire's economic strategy and delivery of Hertfordshire Futures programmes and services; advocacy and investment activity. Its range of branded services are shaped around its key priorities and include:

- **Sector Growth and Investment:** Visit Herts; Invest Hertfordshire, Herts IQ and Hertfordshire Film Office;
- **Business Support and Enterprise:** Hertfordshire Growth Hub and Get Enterprising (delivered by Wenta);
- **Skills and Employment:** Hertfordshire Opportunities Portal (HOP); Careers And Enterprise Company

## Towards a new Economic Strategy

As the leading business voice on the economy, Hertfordshire Futures is responsible for setting the economic direction for the county. It has been 11 years since the publication of Hertfordshire's Strategic Economic Plan (SEP) which set the blueprint for growth for the next decade and was revised in 2017 and again in 2019. Its vision to become one of the leading UK economies by 2030 was underpinned by these key priorities:

- Maintaining global excellence in science and technology
- Harnessing our relationships with London (& elsewhere)
- Reinvigorating our places for the 21st Century
- Foundations for growth

Since then, significant progress has been made. Importantly, this strategic roadmap also resulted in securing significant private and public sector investment in Hertfordshire. In less than 10 years, GVA has grown by £10bn, generating over £42bn a year. Huge global pressures have also had an impact on the local economy with COVID, UK's departure from the European Union, war in Ukraine and the Middle East, and a cost of living crisis. Now with a new UK Government, the time is right to revisit these core strategic aims, while building on the rich data amassed over the past decade, and help plan ahead for future growth. Hertfordshire Futures will be seeking the views of diverse range of stakeholders as they develop the evidence base.

Adrian Hawkins OBE, Chair, Hertfordshire Futures, said: "The launch of Hertfordshire Futures could not have been more timely just a week after the General Elections. With a new Government gearing up to deliver on its national growth objectives, Hertfordshire is perfectly placed to respond. We have a strong track record of delivery, generating billions for the UK economy. As a progressive and forward-thinking organisation we need to plan ahead for the future and ensure that the benefits of economic growth are more widely shared."

**Cllr Richard Roberts, Leader, Hertfordshire County Council,** said:

"The launch of Hertfordshire Futures and its newly integrated status with local government demonstrates our joined up approach to creating a sustainable and inclusive economy for future generations. We're more ambitious than ever to encourage an innovation-led economy whilst also addressing key issues to improve day to day lives. The economic strategy will not be developed in isolation - we want to hear your views in order to shape Hertfordshire's future together."



**For more information on Hertfordshire Futures and how you can get involved in developing the new Economic Strategy, visit:**  
[www.hertfordshirefutures.co.uk](http://www.hertfordshirefutures.co.uk)

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