

Agenda item 5

Hertfordshire Growth Board (HGB) – Communications Update

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1 Purpose of report

- 1.1. At the last meeting, we reported that work on branding/place narrative has been reviewed in the light of COVID-19 and new actions identified allowing this workstream to progress with pace. This report updates on progress since the initial visual identity concepts were presented to the June 2020 Board to get the HGB branding and website presence established.

2 Update on Growth Board Communications and Branding work

- 2.1 Since the last meeting, the HGB new logo has been approved and is now in the process of being deployed across all marketing assets, including internal documents, external communications and digital platforms. This roll-out has been re-aligned to coincide with the go live date of the new microsite. Leaders will see a short presentation of the new microsite at the HGB meeting.
- 2.2 The new HGB branding guidelines set out clear guidance for brand use, tone of voice, with a programme lexicon to ensure consistency of messaging across all partner comms channels. This will be shared at a briefing session with all HGB member comms leads across the Hertfordshire partners to aid smooth brand roll-out.
- 2.3 The success of the brand roll-out and keeping up a steady drum beat of key HGB messages is contingent on HGB comms workstream leads (across the partners) being able to fully commit to the on-boarding and training sessions and continuing to engage with HGB comms and engagement activity as it gathers momentum.
- 2.4 The website has been designed to meet new accessibility requirements being brought in this September. From 7 July 2020 onwards, all HGB Board Papers will be published on the HGB site as both downloadable files and searchable web pages.
- 2.5 As part of this first stage of stakeholder engagement activity, a series of Hertfordshire Growth Board webinars have been confirmed over the summer. The response from leaders has been very positive with an excellent up-take so far. All webinars will be facilitated by 3Fox with sponsorship from Morgan Sindall Construction and infrastructure.

3 Activities June-July 2020

- 3.1 Table 1 provides an update on the key operational activities identified in the last report and in section 3 a roll forward to July 2020. All milestones and work are being kept under review.
- 3.2 Priorities for the coming month are to move forward on the MHCLG engagement and the corridor projects feeding into the prospectus work.
- 3.3 Communicating this progress and next steps beyond the Growth Board will also be important. Briefing key stakeholders, and keeping other members and staff involved on the wider work in touch with what is happening will be needed. The communications workstream will be identifying actions to address that need.

Table 1: Operational Communications activities – June to July 2020

	Activities	Original Milestone	Completed/Comments
4	Briefings for key public sector and business partners to be prepared, agreed and circulated. Need for any further formal stakeholder engagement events on top of this to be identified.	Under review	This forms part of the place-branding narrative and will be a key strand of the HGB Communications & Engagement Strategy. Hertfordshire Growth and Recovery Prospectus MP and stakeholder briefings will be prepared at a later stage. Monthly HGB stakeholder bulletin to go live after first HGB webinar on 16 July 2020, and then third week of each subsequent month.
5	Development of a bespoke HGB communication strategy, joint media communication protocols and approach.	Under review.	This work will be developed once the branding and microsite work is fully underway and HGB partner on-boarding has taken place.
6	Creation of a website presence for the Growth Board	The current commitment to publish approved HGB minutes and agenda papers would require capability for publication to be in place from the June 2020 HGB meeting.	<ul style="list-style-type: none"> ✓ The microsite is being developed and is expected to be fully operational by July 2020, subject to hosting arrangements being confirmed. ✓ HGB papers will be published on the microsite and hyperlinked on the

	Activities	Original Milestone	Completed/Comments
			Hertfordshire County Council site.
	HGB place narrative and boilerplate pieces to be signed off by HGB Comms Group leads	10 June 2020	✓ This has now been re-evaluated in light of COVID-19. A summary version will also be included in the branding guidelines.
	Complete centrally updated MP/researcher and district CEX/Leader lists	2 June 2020	✓
	Review of evidence gathering questionnaire.	Under Review	This has been put on hold.
	Microsite/branding and asset development update	10 June 2020	✓ Collate all HGB narrative; news archives, board papers, video assets; partner profiles/related projects to populate HGB microsite ahead of go-live date.
	Establish dates and format for series of virtual roundtable/stakeholder HGB webinars	19 June 2020	✓
	HGB Microsite user testing	30 June 2020	Waiting Hertfordshire County Council to confirm hosting arrangements
	Comms lead briefing session on how to deploy HGB messaging to be scheduled as part of training programme	10 July 2020	A tentative date has been set once the microsite has gone live to ensure full HGB partner on-boarding of new branding guidelines

4 Next Steps – July-August 2020

Activities	By When
Commence roll out of HGB branding on internal and external print, partner and digital communications	Mid-July 2020
HGB Microsite user testing if not completed by end June 2020	Mid-July 2020
HGB Microsite go-live date; contingent on Hertfordshire County Council testing	10 July 2020
HGB Comms lead briefing sessions on how to deploy HGB branding guidelines	10 July 2020 TBC
HGB Webinar: Aims and Objectives	16 July 2020

HGB Monthly Stakeholder Bulletin	Third week of July 2020
HGB Communications & Engagement Strategy	End July 2020
HGB Webinar: Economic Recovery Planning	13 August 2020
HGB Monthly Stakeholder Bulletin	Third week of August 2020

5 Recommendation

5.1 Leaders are asked to:

1. Note the progress and reasons for the amended milestones and give any feedback on progress and next steps, and
2. Give any feedback on the new HGB microsite.