

Agenda item 9

Hertfordshire Growth Board (HGB) – Communications Strategy and Protocols

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1 Purpose of report

- 1.1 This report provides a short update on the development of Hertfordshire Growth Board's Communications Strategy and Protocols.
- 1.2 Attached at Appendix A is the draft 2021 Communications Plan. This is a dynamic document which will be updated regularly to reflect progress on the Growth Board workstreams and relevant Growth Board Partner activity. As such, it will be periodically returned to the Growth Board for approval.

2 Overall Communications Strategy and Protocols update

- 2.1 This document sets out Hertfordshire Growth Board's Communications Strategy and Protocols. It outlines the results that the partnership aims to achieve and how effective communications and engagement will support the achievement of those outcomes.
- 2.2 Through the establishment of a statutory joint committee, Hertfordshire Growth Board has formalised its governance and increased transparency around its work. It now needs to formalise its communications activity with a set of agreed protocols to be taken forward by the Growth Board partners.
- 2.3 This document sets out how Hertfordshire Growth Board will achieve its core communications principle to raise the profile of its work, aims and achievements in driving growth and economic recovery.
- 2.4 Hertfordshire Growth Board's joint governance arrangements enables it to extend its network of reach exponentially via its partners. As a result, it is listed here as a key channel of reach.
- 2.5 This document sets out a series of guidelines intended to codify the approach to communications to be taken through Hertfordshire Growth Board, and to make clear the expectations of Growth Board partners.

3 Recommendations

- 3.1 That Leaders approve the Communications Strategy and Protocols and note and agree to the roll-out of the Organisational Messages set out in Section 2 of the Document.
- 3.2 That Leaders approve the draft 2021 Communications Plan, as attached at Appendix B.