

Communications Strategy

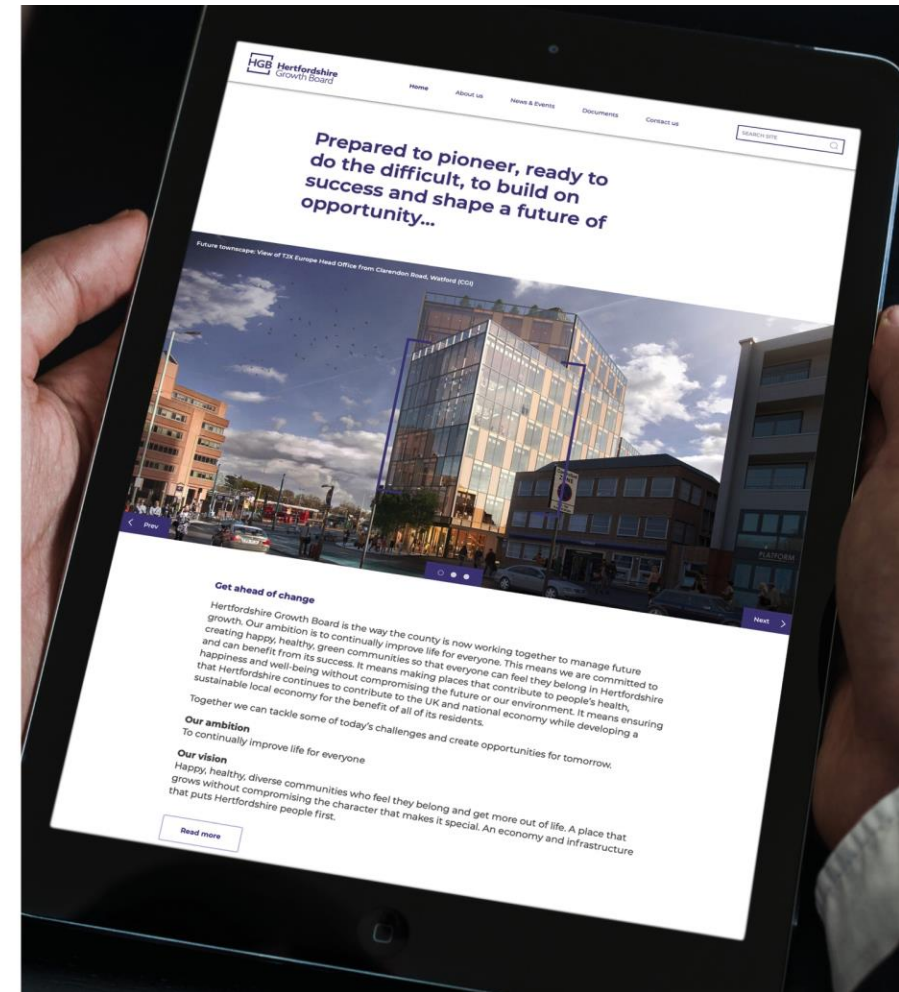


Core communications principle

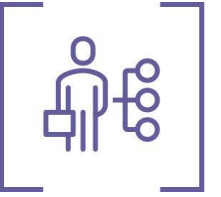
To raise the profile of the work of the Growth Board, its aims and achievements in driving growth and economic recovery

Core communication objectives

- To support the delivery of the key priorities identified in the Growth Board's Terms of Reference and Memorandum of Understanding;
- Support dialogue with Government and investors on the growth, challenges and opportunities affecting Hertfordshire;
- Further strengthen the credibility and reach of the Growth Board among key stakeholders in Hertfordshire and neighbouring areas;
- Help the Growth Board to achieve the highest standards of openness and transparency;
- To be viewed as an 'exemplar' of delivery – a leader of good practice in the successful delivery of growth-related projects and priorities.



Delivering on our objectives



Build high quality engagement and dialogue

Leverage the power of our, MPs, Growth Board partners and their networks

Enhance our reach and understanding of what we are trying to achieve

Use internal communication channels

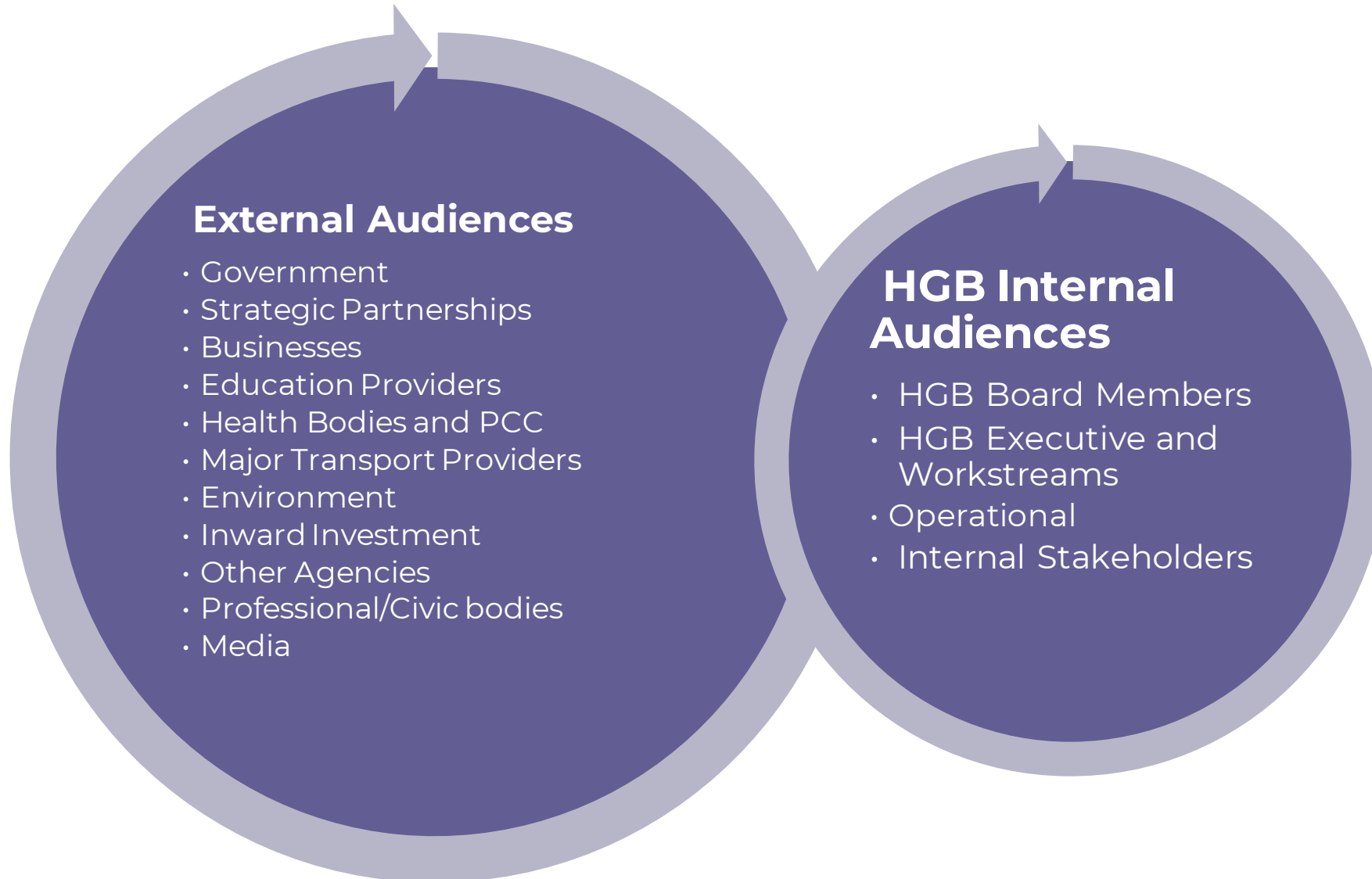
Strengthen our brand

Gain positive recognition of our role in delivering growth-led activities which benefit Hertfordshire

Develop Growth Board campaigns of influence

Positively impact behaviours and decisions of key influencers

Target Audiences



Our key channels of reach

HGB website

Board meetings, minutes and key documents

HGB stakeholder bulletin

External and internal cascade

MP/ministerial engagement

Face to face/letters; briefings and Westminster receptions

Social media and digital

HGB platforms and partner channels; paid-for advertising; infographics and video

Press releases

Local, regional, national and trade; vlogs and blogs

Champions/ambassadors

Positioning HGB key players at key events/ interviews

HGB/partner events/webinars and newsletters

Conferences, sector and business-focused roundtables; newsletters

Internal briefings

HGB partners and senior officers events and updates



Partner Communications



Hertfordshire
Growth Board

Proposed Mission Statement

Hertfordshire Growth Board

Hertfordshire Growth Board is the way the county is now working together to manage growth. With the Hertfordshire population expected to rise by up to 175,000 by 2031, at least 100,000 new homes and jobs will need to be created over the same period. This brings opportunities and challenges. Hertfordshire Growth Board is ready to respond.

Hertfordshire Growth Board is made up of the County Council, the 10 district and borough councils and Hertfordshire Local Enterprise Partnership. Working together is how we continue our 'joint' success and create opportunities for everyone, now and in the future.

Together we are committed to working together to deliver an ambitious growth agenda to support a thriving economy, with affordable housing, a sustainable transport network, excellent schools and healthcare facilities.

Keep up to date with our progress: www.hertfordshiregrowthboard.com and follow us on Twitter @hertsgoodgrowth and LinkedIn hertfordshire-growth-board.

Partner guidelines

Proud partners of the Hertfordshire Growth Board



The strategy 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.

The guidelines apply to:

- ✓ Publicity
- ✓ Social Media Posts
- ✓ Digital/Web
- ✓ Branding
- ✓ Media enquiries/requests

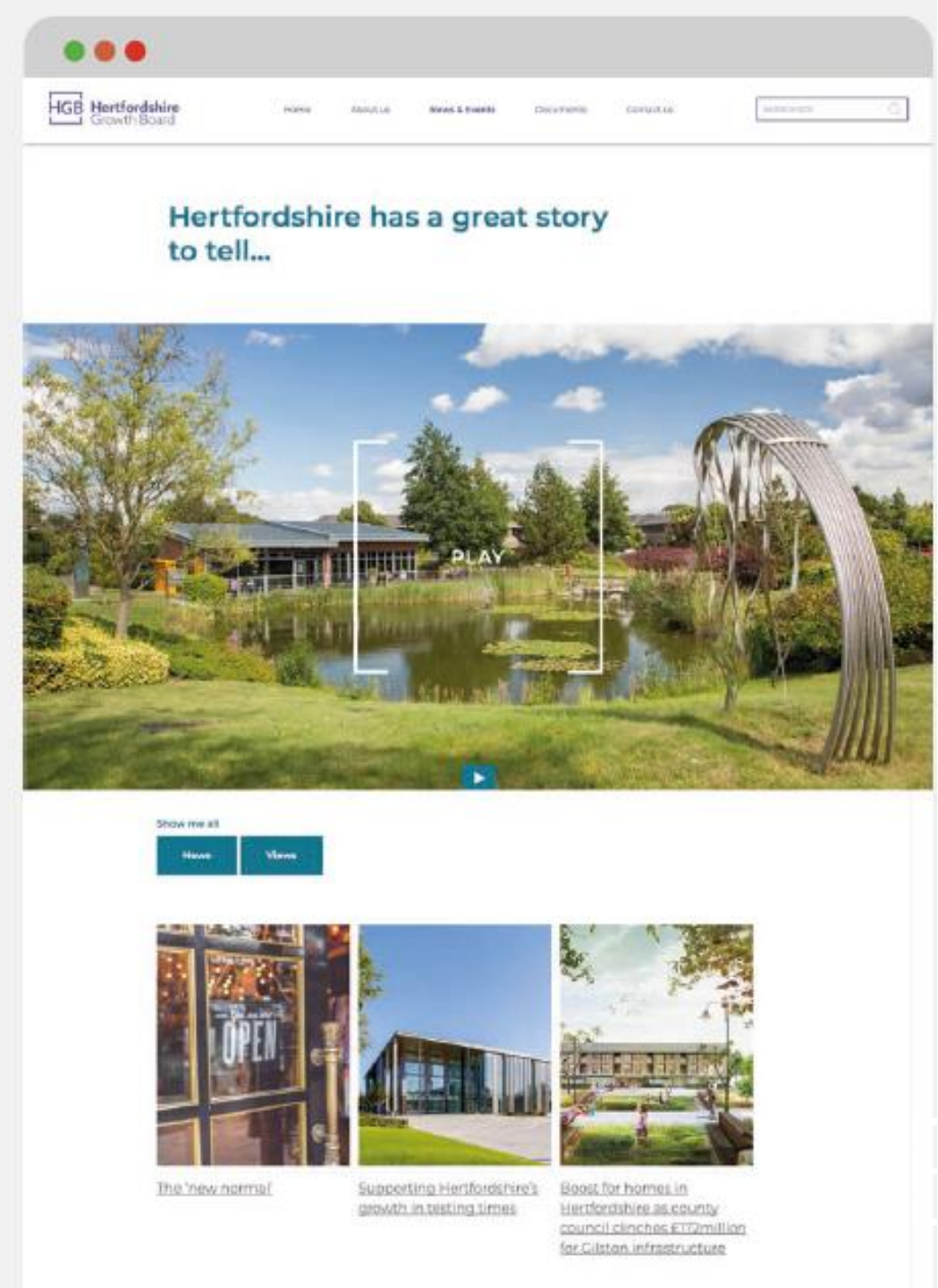
Managing collective communications

Working in the open by:

- Sharing local materials, stories, photos, videos etc to support the collective work; and
- promoting the collective work using owned communications channels.

Collective planning

The Hertfordshire Growth Board communications team will maintain a high-level forward plan and share the branding guidelines and digital assets with partner communication leads.



Social Media Strategy

By sharing and re-sharing social media content across the HGB partnership we aim to increase the:

- frequency which stakeholders' advocate for HGB work in their communications and social media channels;
- number of HGB newsletter subscribers, and the number who engage with the content
- number of people accessing the HGB website and average duration of each visit;
- number of Twitter followers, impressions and retweets; LinkedIn connections, likes and re-posts;
- reputation and recognition of the HGB brand across all digital platforms.

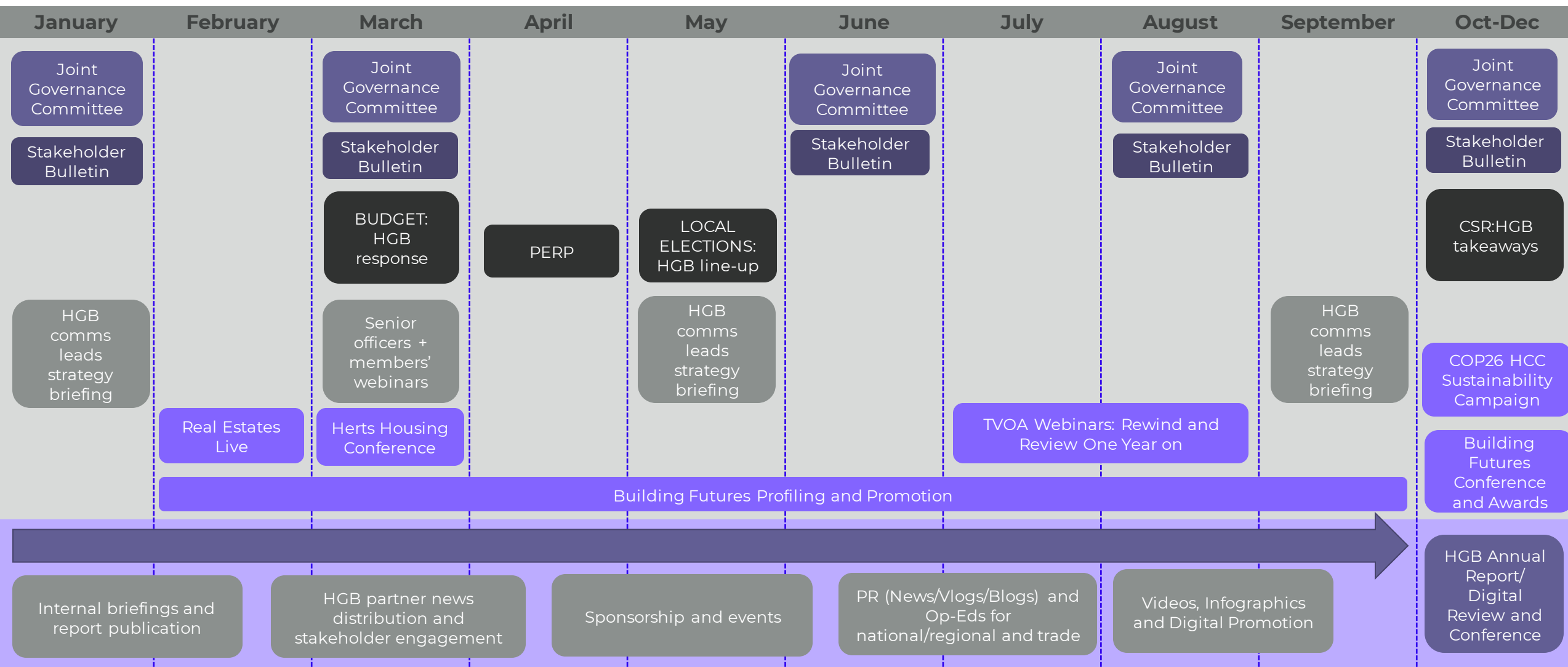




Our success criteria

- ✓ improvements in Hertfordshire Growth Board's profile;
- ✓ the strength of the Hertfordshire Growth Board brand;
- ✓ the breadth and depth of Hertfordshire Growth Board's engagement with target audiences;
- ✓ outcomes in decisions made by the target audiences that truly contribute to Hertfordshire Growth Board's strategic priorities.

Communications Dashboard





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