

# Agenda item 4a

## HGB Vision and Missions Engagement - Executive Report

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### 1 Purpose of report

- 1.1 This report updates on engagement activity which sought to contribute to the development of the vision, missions, and overall ambition for the Hertfordshire Growth Board (HGB) for years to come.
- 1.2 Following [HGB's meeting](#) (Thursday 20 July 2023), the subsequent engagement campaign sought to support the development of:
  - A unified vision for Hertfordshire
  - Refreshed set of priorities (missions) to take forward together and with other partners; and
  - Build on and elevate existing strategy and work underway at county-wide level, which confronts the strategic challenges faced.
- 1.3 Following July's HGB meeting, the Growth Board appointed communications agency Meeting Place in Autumn 2023 to deliver an engagement campaign across November and December 2023, to help inform and support development of HGB's future vision across its six core missions for Hertfordshire.
- 1.4 Centred on a county-wide engagement survey - [www.hertfordshiregrowthsurvey.co.uk](http://www.hertfordshiregrowthsurvey.co.uk) - this report summarises the quantitative and qualitative feedback gathered during the campaign, across the county.
- 1.5 It reflects the comments received via a series of in-person and digital engagement initiatives, collating feedback across Hertfordshire when it comes to resident and stakeholder opinions, against each of HGB's six draft mission statements.

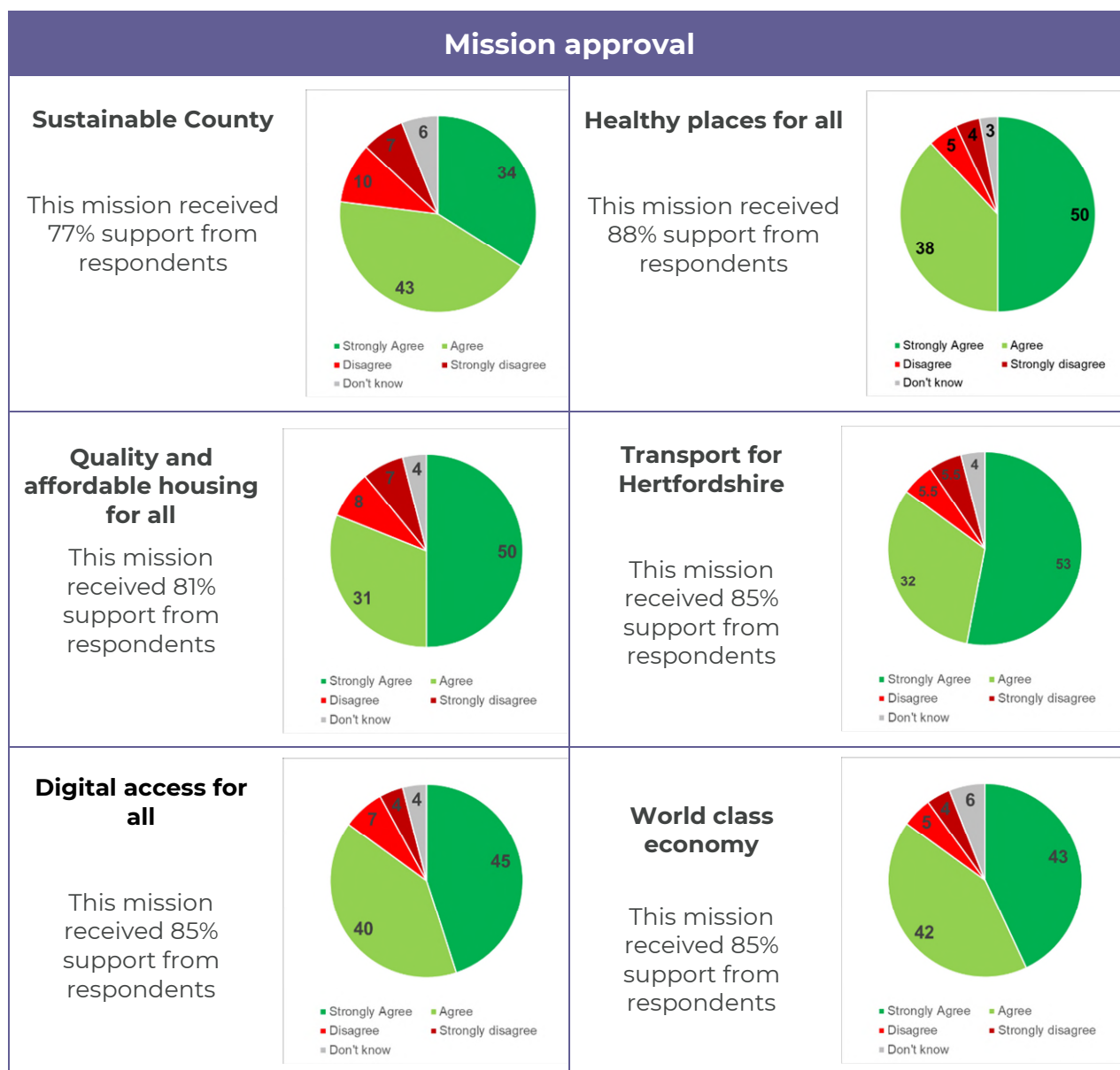
## 2 Methodology

- 2.1 With the campaign running across November and December 2023, HGB has engaged widely across the county, encouraging people to visit the landing page to complete the survey.
- 2.2 In total, the page received 8,763 page views over the engagement period, with 7,387 unique users accessing the page. In total, the project team received 4,379 survey entries across the engagement period.
- 2.3 This was achieved through the following channels:
  - Social media advertisement – The proposals were advertised through Meta ads targeting individuals across Instagram and Facebook. This created 403,334 total impressions, with 7,040 people clicking the ads to learn more about the missions and complete the survey.
  - Print and online media advertisement – The project team ran a press release in local media advertising the survey and encouraging residents to engage with the proposals. This was also promoted via stakeholders, such as Watford Borough Council’s website and social channels.
  - In person public engagement – The project team ran pop-up market stall events in three prominent town centre locations in Hertfordshire to engage local residents. In total, over 150 people participated in the campaign during these pop-up events.
  - In person stakeholder engagement – HGB held three stakeholder events to curate the views of local stakeholders in Hertfordshire. This included a public sector leaders’ workshop (Wednesday, 25 October 2023), the regular meeting of the Hertfordshire Infrastructure and Development Board (Wednesday, 22 November 2023) and a private/public stakeholder workshop (Thursday, 7 December 2023).

## 3 Key findings

- 3.1 Table 1 provides an executive summary, giving a holistic overview of the respondents’ views of each mission and can be viewed below.

**Table 1:** Serving up interstitial context and information for each mission, the survey question then asked, 'to what extent do you agree with this mission?'



## 4 Key regional findings

4.1 The following table provides a summary of how Hertfordshire's boroughs responded to each of the six key missions and represent the percentage of people who either 'agreed' or 'strongly agreed' to the missions.

**Table 2:** The below responses are attributable to individuals who accessed the survey through a Unique Tracking Module (UTM) link, which enables a regional breakdown of responses – Please note, the darker the green, the higher the levels of agreement to the mission question.

	Sustainable County	Healthy Places for All	A World Class Economy	Digital Access for All	Quality Affordable Housing	Transport for Hertfordshire
<b>Broxbourne</b>	68.1%	74.1%	69.6%	63.7%	61.1%	61.9%
<b>Dacorum</b>	70.1%	73.4%	64.1%	56.5%	58.7%	60.3%
<b>East Herts</b>	69.3%	75.5%	75%	72.9%	64.1%	69.8%
<b>Hertsmere</b>	75.5%	83%	80.9%	80.9%	63.8%	74.5%
<b>North Herts</b>	78.1%	88.3%	79.7%	77.3%	76.6%	79.7%
<b>St Albans</b>	72.9%	76.6%	66.7%	70.3%	68.8%	66.1%
<b>Stevenage</b>	74%	76%	78.4%	70.4%	70%	69.6%
<b>Three Rivers</b>	72.3%	79%	70.2%	68.1%	64.3%	63.9%
<b>Watford</b>	77.3%	79%	70.2%	68.1%	64.3%	63.9%
<b>Welwyn Hatfield</b>	75.7%	84.1%	79%	76.6%	68.2%	71%

## 5 Next steps

- 5.1 HGB has undertaken a comprehensive programme of public engagement with the local community and stakeholders across the county on their drafted missions. The feedback from these activities so far demonstrates that there is acceptance and strong support for each of the missions with a majority of support in all boroughs and across all age groups.
- 5.2 The engagement strategy was designed to advertise and engage as widely as possible with the entire County of Hertfordshire to capture the views of

local residents and stakeholders through social media, print media and in-person events.

- 5.3 By taking these steps, this engagement activity has reached a large catchment area of Hertfordshire, and the feedback responses reflect the sentiment of the local community.
- 5.4 This survey has been widely advertised and consulted upon during the engagement period, and this is reflected in the quantity and quality of support demonstrated in the feedback. The engagement period ran from Wednesday, 8 November 2023 until Sunday, 10 December 2023.
- 5.5 The feedback summary has been shared amongst the mission leads for them to review and further refine the six missions identified within this survey.
- 5.6 Following the end of the engagement period, a detailed report which provides updated analysis on the feedback responses has been produced. The findings from the engagement activity have been incorporated into a presentation, with the final missions to be presented to Hertfordshire Growth Board in January 2024.

**Table 3:** The following timeline was outlined at the July 2023 meeting, in order to deliver the proposed vision and mission campaign.

	Activities	Original Milestone	Completed/ Comments
1	<ul style="list-style-type: none"> <li>HGB: secure approval to the proposed approach to establish strategic missions and key actions / next steps</li> </ul>	<b>20 July 2023</b>	Yes
4	<ul style="list-style-type: none"> <li>Establish working group</li> <li>Engagement with HGB Leaders and officers to further refine the vision and strategic missions</li> <li>Establish an approach for engagement with key stakeholders, communities and residents</li> </ul>	<b>July onward</b>	Yes
5	<ul style="list-style-type: none"> <li>Informal Growth Board: approve draft missions and engagement process</li> </ul>	<b>10 October 2023</b>	Yes

	<ul style="list-style-type: none"> <li>• Launch engagement activity</li> </ul>		
6	<ul style="list-style-type: none"> <li>• Formal Growth Board engagement outcome and draft vision and missions document for approval</li> </ul>	<b>17 January 2024</b>	Insert
7	<ul style="list-style-type: none"> <li>• Publish final vision</li> </ul>	<b>February 2024</b>	

## 6 Recommendation

6.1 That members of the Growth Board note the findings contained in this report and the contents of the associated presentation.