

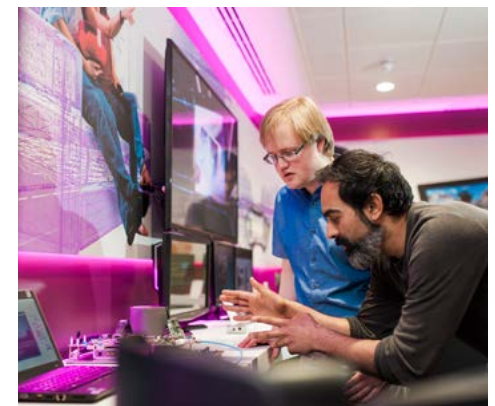
Hertfordshire Growth Board Vision and Missions



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A Vision for Good Growth

Hertfordshire is a thriving, ambitious and forward-thinking county. These qualities underpin our shared Vision for making our economy, communities and places even stronger and the six Missions that will deliver the widest benefits for us all

The plan set out in this report has been forged in partnership across local government, the wider public sector, business and our communities. It will set the direction for Hertfordshire for generations to come.

Hertfordshire is already leading the way on sustainable place-making. Together we've built more new homes last year than for over 20 years, grown our £42 billion economy while cutting carbon emissions, and enhanced Hertfordshire's natural environment.

Our county is recognised as a great place to live, learn, invest and work. But we know there is still more to be done which is why our new Vision and Missions are so important. We want our county to be a place where everyone can fulfil their potential in thriving, healthy and



safe communities and our precious environment is protected for the future.

We must ensure Hertfordshire remains a world-class economy with best-in-class

digital connectivity in all parts of our county and that residents benefit from improved access and choice in passenger transport alongside quality, sustainable homes and access to natural green spaces.



We also recognise that to fully leverage Hertfordshire's strengths we need to further develop our joined-up approach to tackling the challenges we face head on.

Hertfordshire's 1.2m population is growing faster than the national average, placing increased pressure on our housing, healthcare, schools and transport infrastructure. There are disparities across the county ranging from skills and income to health and connectivity.

Improved transport links, particularly east to west, are required to better connect people to the places they live, work, visit and learn. And, like the rest of the world, the county is affected by the impact of a changing climate, socio-economic challenges and global instability.

Hertfordshire Growth Board was set up in 2019 to provide a collective and coordinated approach to delivering good growth for our county. Much has been achieved since then but there have also been significant changes. In response, its

leaders across place, policing, health and the economy came together over the last year to identify the key opportunities and challenges now facing our county and the actions that must be taken to deliver strong, stable and sustainable growth for everyone.

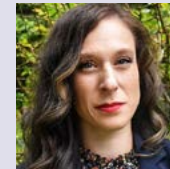
The result is the Vision and Missions which represent a significant step change in how this county will work together, both now and in the future, to deliver on behalf of its people, places and businesses.

Importantly, the Missions received overwhelming support from Hertfordshire's residents with 4,379 people responding to our public engagement survey. This positive response demonstrates that the Missions we identified are the right ones to take our county forward. And it's fitting that residents' valuable insight has helped shape this report which will set the future direction for Hertfordshire Growth Board and deliver profound and lasting benefits for all of us. ■



Cllr Richard Roberts

Leader of Hertfordshire County Council and Chair of Hertfordshire Growth Board



Cllr Elizabeth Dennis

Leader of North Herts Council and Vice Chair, Hertfordshire Growth Board



Cllr Chris White

Leader of St Albans City and District Council and Vice Chair, Hertfordshire Growth Board

A county of opportunity

Hertfordshire is a special place with a thriving economy and strong local business base driving innovation and ideas across many high-value sectors powering the UK's growth priorities

It is a place of outstanding natural beauty with chalk streams, green walkways and a rich heritage that attracts thousands of visitors every year. Its film and TV industry is the UK's creative powerhouse, creating real opportunities for local people, while advances in precision medicine and manufacturing are driving explorations in science and space.

With excellent transport links both north and south connecting Hertfordshire to other parts of the UK and the world, and

an economy generating over £42 billion, the county punches well above its weight.

Hertfordshire offers an enviable quality of life with its mix of villages, old and New Towns, Garden Cities and planned new garden communities on the doorstep of a global city. It offers a range of quality schools and further education options, with the University of Hertfordshire championing ideas and widening access across all backgrounds and ethnic diversities.



DID YOU KNOW?**Local economy**

Hertfordshire made £42.1billion contribution to UK economy (2021)

Population

1.2m (2021) – expected to increase by 38,550 (or 3.6%) by 2043

Employment

617,700 people aged 16+ in work (Oct 2022 – Sept 2023) – ONS Annual Population Survey (APS)

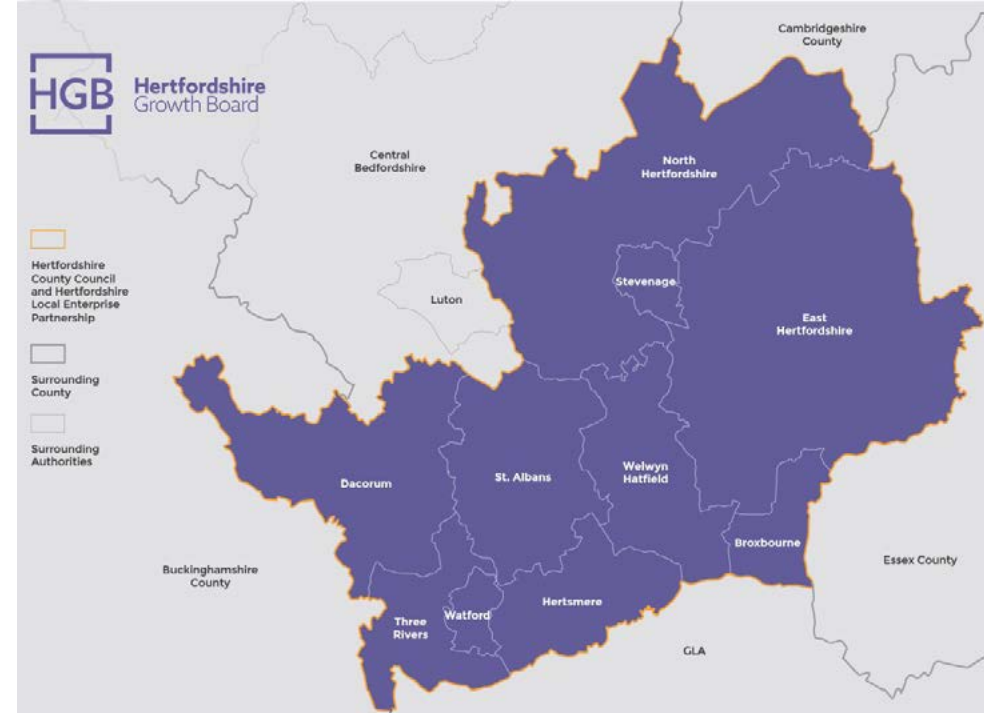
Businesses

67,770 active enterprises (2022)

But Hertfordshire also has its fair share of challenges. There are real disparities in skills, pay, levels of crime and people not feeling safe in their local communities. Difficulty accessing healthcare, affordable housing and digital exclusion place barriers to employment, widening the opportunity gap and disproportionately affecting the most vulnerable. Our growing and ageing population puts more pressure on housing, health, education and transport services while Covid and the rising cost of living continue to have an impact.

For Hertfordshire to unlock its full potential, growth must positively touch the lives of everyone. We are in a uniquely strong place to respond, through the Hertfordshire Growth Board which brings local government, business, health, education and police together to deliver a thriving and sustainable economy, environment and society.

Over the past year, Hertfordshire Growth Board leaders have developed a shared



vision and set of countywide missions that will help identify opportunities to unlock and boost investment, take a more joined up approach to growth challenges and respond to wider societal pressures. These missions were then road-tested with the public to ensure they were representative of local views. This feedback has been instrumental in ensuring that the missions and associated actions reflect the issues and opportunities that matter most.

This collective approach is a huge step forward for Hertfordshire and will enable us to further deliver good growth on behalf of our residents, communities and businesses for years to come. ■

Our vision for growth

Working together we will strive to create:

A vibrant and resilient economy that seizes the right opportunities, enabling Hertfordshire's residents and businesses to succeed.

Healthy, inclusive, safe and better-connected communities who thrive, and enjoy Hertfordshire's quality of life.

A place that grows responsibly, and celebrates its heritage, diversity, rural and green landscapes that makes Hertfordshire special.

Our missions

We have identified six countywide missions that will help us deliver the widest benefits for our communities across these key areas:



World Class Economy

- Improved skills and quality jobs
- Increased commercial space and business stock
- Increased investment and employment growth



Sustainable County

- Reduced carbon emissions
- Improved biodiversity
- Access to natural green spaces
- Increased green growth



Digital Access For All

- Best in class and inclusive connectivity
- Digital skills gap closed



Healthy and Safe Places for All

- Increased health and wellbeing infrastructure
- Access to natural green spaces
- Increased active travel
- Improved resident perceptions of feeling safe



Transport For Hertfordshire

- Increased options for sustainable and active travel
- Improved air quality
- Reduced congestion and carbon emissions



Right Homes Right Places

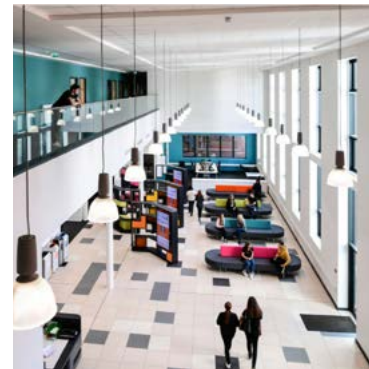
- Quality and sustainable new, social and specialist homes built
- Reduced homelessness
- Increased government investment



World Class Economy

Mission

Enhance Hertfordshire's reputation as a world-class economy by improving skills and job opportunities for residents, growing our key sectors and accelerating business investment into the county



Strategic goals

To unlock opportunities and foster growth, by investing in skills, promoting business growth and attracting key investments



1
Ensure that all Hertfordshire residents are able to develop skills and improve job opportunities.

2
Increase the number of businesses starting and growing in Hertfordshire.

3
Accelerate business investment into Hertfordshire and maximise further growth of key current and future sectors.



DID YOU KNOW...

Hertfordshire made **£42.1 billion** contribution to UK economy (2021)

YOU TOLD US...

“The local economy is very important to both help fund and sustain a thriving and stable society”

Actions

Here is how we will build a skilled workforce, widen opportunities and drive a thriving and dynamic Hertfordshire economy

Refresh [Hertfordshire Skills & Employment Strategy](#) to meet needs of residents and businesses.

Goal [1]

Advocate for greater devolution of skills funding and pooling of unspent [Apprenticeship Levy](#) to support new training provision.

Goal [1]

Ensure residents and employers are aware of learning and employment opportunities via expansion of [Hertfordshire Opportunities Portal](#) (HOP) and '[Generation](#)' [careers fairs](#).

Goal [1]

Deliver tailored programmes to support those furthest from the labour market (such as those with learning disabilities or in rural locations) into employment.

Goal [1]



Work to improve digital skills in workers of all ages.

Goal [1]

Work closely with the health sector to link skills and employment provision to health and wellbeing outcomes.

Goal [1]

Develop Sector Action Plans for major employment sectors (hospitality, health & social care and service industries) to meet future needs in line with the [Local Skills Improvement Plans](#).

Goal [1]



Bid for opportunities to enable employees and employers to upskill and non-employed to find work.

Goal [1]

Put in place effective governance to maximise collaboration across skills and employment issues.

Goal [1]

Raise awareness of locally funded business start-up programmes such as [Get Enterprising](#) and support available via [Hertfordshire Growth Hub](#).

Goal [2]

Work with major employers to identify supply-chain opportunities and help businesses take advantage.

Goal [2]

Work with community bodies to target business support to encourage a ‘culture of enterprise’ among under-represented groups.

Goal [2]

Ensure that programmes support rural businesses and that provision is tailored and accessible.

Goal [2]

Work to encourage more SMEs in Hertfordshire to adopt digital solutions.

Goal [2]

Identify firms with growth potential and develop specific support packages.

Goal [2]

Work collaboratively to ensure that the expansion of start-up, incubation and grow-on

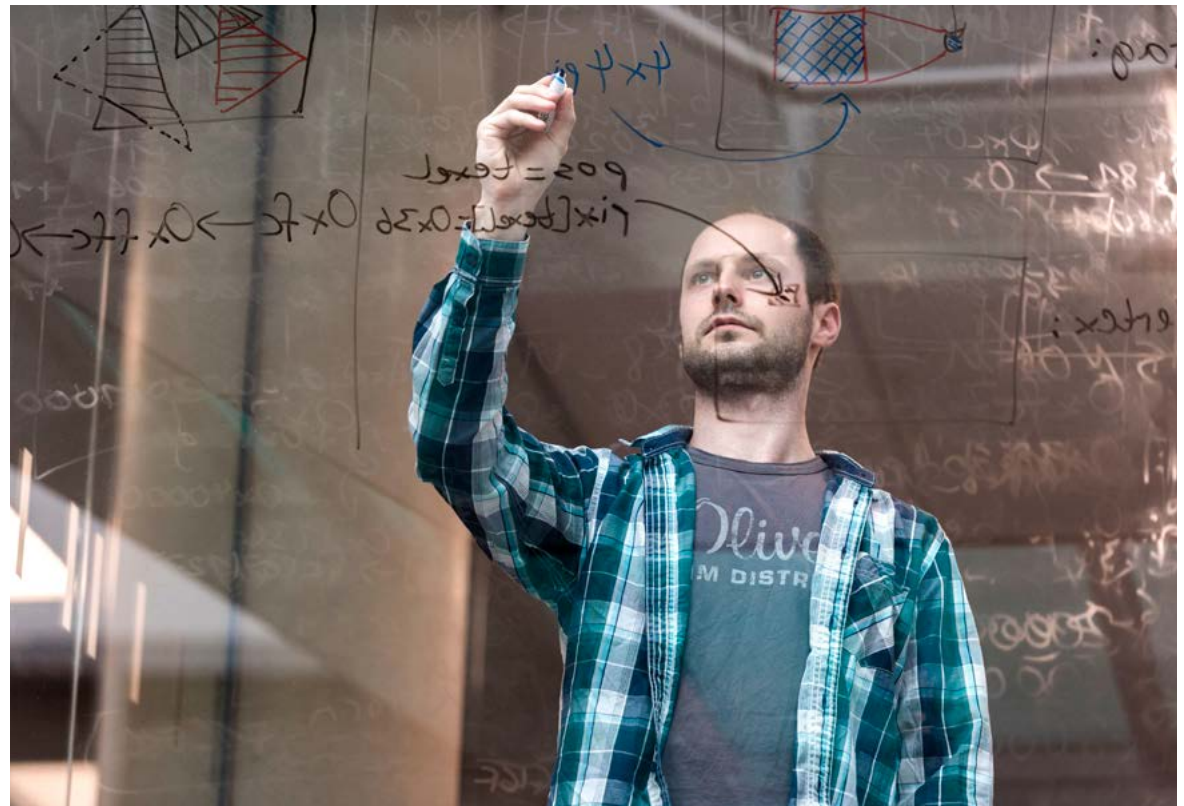
facilities form part of town centre regeneration plans/ place-shaping strategies.

Goal [2]



DID YOU KNOW...

78.2% of local working age population are in employment (2022)





Scope a potential Hertfordshire business expansion loan/grant scheme with British Business Bank/ other financial institution.

Goal [2]

Put in place effective governance to maximise collaboration on business and enterprise issues.

Goal [2]

Establish an Inward Investment service/portal and advocate for Hertfordshire with key stakeholders.

Goal [3]

Establish a pipeline of potential employment sites to ensure there is space to accommodate long term investment, including repurposing existing sites.

Goal [3]

Expand Sector Action Plan and Industry Panel model to key employment sectors (green construction, digital, leisure and hospitality, professional services, health and social care).

Goal [3]

Work with Hertfordshire Infrastructure and Development Board to develop new financial instruments to encourage investment into sectors/ places.

Goal [3]

Create social value programmes with key employers.

Goal [3]

Work with private sector to build a high value clean growth sector that addresses local 'green' needs.

Goal [3]

Increase support/visibility for the visitor economy via Visit Herts with a particular focus on skills.

Goal [3]

Engage with businesses on the broader growth agenda and highlight the myriad roles they can play.

Goal [3]

Expand the scope for gainshare investment programmes for community benefit.

Goal [3]

Put in place effective governance to maximise collaboration on business and sector growth issues.

Goal [3]

Success measures

From increasing local job opportunities to accelerating investments, this is how we will track our progress to a more socially prosperous and inclusive county

Track un/employment rate	Monitor usage of skills portal <u>HOP</u>	Track <u>UK Shared Prosperity Fund</u> progress	Measure impact of <u>Get Enterprising</u> programme on early stage businesses	Measure number of Foreign Direct Investments (FDI) and jobs year on year
Measure NVQ/skills attainment	Reduce pre-NEET/NEET (Young people not in education, employment or training) statistics	Increase growth in business stock	Increase commercial floorspace	Increase presence for Hertfordshire at key industry events e.g. UK's Real Estate Investment and Infrastructure Forum (UK REiIF)
Measure economic activity rate	Measure median/mean workplace-based earnings	Increase survival rates among newly formed enterprises	Measure Gross Value Added (GVA) per job/head/district	Increase volume of investment queries
Measure apprenticeship starts/completions	Monitor <u>Local Skills Improvement Plans</u> targets	Track <u>Hertfordshire Growth Hub's</u> reach and impact on businesses		Increase growth of key sectors e.g. employment, Gross Value Added (GVA)

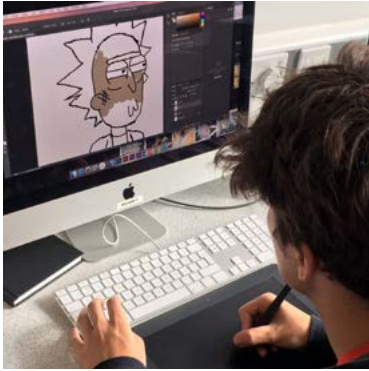


Review Sector Plan delivery each year

Measure number of growth businesses using company data platforms



Digital Access



Mission

Every Hertfordshire resident has access to best-in-class connectivity, essential digital skills and the device or support that they need to be online by 2030

Strategic goals

To build on the county's existing strengths in broadband and mobile connectivity, attract further investment and close the digital skills gap

1

Ensure Hertfordshire maintains and builds on its position of strength following the successful Superfast programme through delivery of future-proofed broadband and mobile connectivity across the county.

2

Continue to attract substantial inward investment to support ambitions.

3

Build countywide approach to closing the digital skills and availability gap.

4

Deliver Digital Connectivity and Inclusion Strategy, with digital inclusion at the heart of planning to ensure reliable high-speed access for all by 2030.

YOU TOLD US...

“This is imperative to support business residents and the county as a whole”

Actions

Here is how we will deliver the digital skills, resources and improved connectivity for our residents and businesses to thrive



Attract and encourage public and private investment to target 100% availability of high-quality connectivity (4G/5G and broadband) to all addresses in Hertfordshire.

Goal [1] [2]

Define mobile coverage position and develop action plan.

Goal [1]

Commit to encouraging the use of public sites and infrastructure.

Goal [1]

Create/ fund a 'Digital Inclusion Service/Resource' to connect digitally excluded residents to an essential device, data or digital skills.

Goal [3]

Establish a digital inclusion cross-county working group for sharing best practice and developing standards.

Goal [3]

Develop a detailed county-wide Digital Connectivity and Inclusion Strategy.

Goal [4]

Engage closely with Economy (Skills) mission to deliver goals.

Goal [1] [3] [4]

Carry out targeted market engagement to champion areas with lowest mobile coverage.

Goal [1] [3] [4]



DID YOU KNOW...

Hertfordshire has over 98% superfast broadband coverage, which is slightly higher than the national average



Success measures

From broadband coverage to digital skills training, this is how we will track our progress towards a digitally inclusive Hertfordshire



DID YOU KNOW...

The Connected Counties programme (2013-2021) helped over 50,000 residents and businesses in Hertfordshire get superfast broadband, with speeds exceeding 24Mbps

High speed broadband coverage (100%)

Gigabit capable for 99%

Ultrafast/alternative technologies (100 Megabits per second (Mbps) plus) for the remaining 1% hardest-to-reach premises (targeting high speed Fibre To The Premises (FTTP) for all new connections)

Key digital inclusion advice readily available to most affected groups

Increased targeting of low take-up groups

Increased FTTP coverage to social housing and multiple dwelling units

More widespread access to new and emerging technologies (e.g. IoT and AI)



Sustainable County

Mission

By 2050, Hertfordshire will be a prosperous, low carbon economy with a thriving natural environment, having maximised the benefits of sustainable growth for our residents and businesses, and achieved net zero greenhouse gas emissions



Strategic goals

To make sustainability central to everything we do by working together for a greener future

1

Embed sustainability considerations in all Growth Board activities and decision making to be Business As Usual.

2

Work with other appropriate bodies to support the achievement of the countywide sustainability ambitions.

3

All strategic new development will be Net Zero Carbon by 2030, with measures in progress to retrofit existing buildings by 2040 to reduce fuel poverty and overheating.

4

By 2025, “Green Growth” will be a prioritised growth sector in the county. By 2028, other priority growth sectors will be attracted to Hertfordshire through the low / zero carbon opportunities for their premises and operations.

5

Support Hertfordshire businesses to improve their sustainability and competitiveness whilst reducing risks from the impacts of climate change.





DID YOU KNOW...
 There are 1,813
 Natural Wildlife
 Sites covering
 13,000 hectares



By 2025, seek to ensure that all new development is resilient to the impacts of climate change for the next 30 years. Support local authorities to improve place-based resilience to climate change through infrastructure and public realm improvements.

Collaborate with Hertfordshire Climate Change and Sustainability Partnership and Hertfordshire Infrastructure and Planning Partnership in the formulation of the Hertfordshire Area Energy Plan (HAEP) to decarbonise supply, highlight investment opportunities, increase energy security and efficiency.

By 2030, all priority species identified in the Hertfordshire Nature Recovery Strategy will have an improved status.

By 2030, all residents in Hertfordshire will have access to natural green/blue space and biodiversity within a 15 minute walk from home to support their health and wellbeing. ■

YOU TOLD US...

“We need to do something worthwhile to protect this environment for future generations”

Actions

Here is how we will achieve our sustainability goals through partnerships, skills development, attracting green businesses and protecting our natural environment

Sustainability outcomes / performance of Hertfordshire Growth Board activities to be tracked and reported.

Goal [1]

Formal agreements to be developed with Hertfordshire Infrastructure and Planning Partnership, [Hertfordshire Climate Change and Sustainability Partnership](#) and [Hertfordshire Nature Recovery Partnership](#) to agree where these partnerships will lead on specific work streams.

Goal [1]

Support Hertfordshire Infrastructure and Planning Partnership and [Hertfordshire Infrastructure and Development Board](#) to develop Net Zero Carbon policy guidance for Local Planning Authorities and ensure guidance is available for the development industry in Hertfordshire, noting the link to the [Herts Development Quality Charter](#). Investigate allowing measures to reduce carbon emissions in existing stock as a contribution to net zero on new developments.

Goal [3]



Work with [Hertfordshire Local Enterprise Partnership](#) and skills / training providers to develop an upskilled workforce that can help provide the necessary sustainable buildings, technologies and jobs.

Goal [3]

Work with [Hertfordshire Local Enterprise Partnership](#) and others to understand and work to provide the locations, infrastructure, energy supply and skills that will attract priority growth sectors to Hertfordshire.

Goal [4]



Attract low carbon investment and infrastructure to Hertfordshire through collaboration with [Hertfordshire Climate Change and Sustainability Partnership](#), local authorities and [Hertfordshire Local Enterprise Partnership](#).

Goal [4]

By 2024, all key business sectors and groups will be represented on the (forthcoming) Sustainable Business Forum to enable supply chain support, mutual learning and to understand the strategic and sector investment needed in the county.

Goal [5]

Support Hertfordshire Infrastructure and Planning Partnership to provide advice and guidance to planners and developers. Assist in achieving investment in strategic infrastructure and retrofit funding streams.

Goal [6]

Work with businesses to understand locational and infrastructure climate change impacts that affect their operations. Work with local authorities and developers to target regeneration and redevelopment projects that improve climate resilience.

Goal [6]

Hertfordshire Growth Board to be the public face of the Hertfordshire Area Energy Plan (HAEP), lobbying government, power

‘generators’ and investors to help deliver the measures identified in the HAEP and the consequential benefits.

Goal [7]

From 2023, Hertfordshire Growth Board will be an engaged stakeholder in the [Hertfordshire Nature Recovery Partnership](#) to ensure that good growth supports, and is supported by, a high quality and diverse natural environment.

Goal [8]

Hertfordshire Growth Board will work with [Hertfordshire Nature Recovery Partnership](#) to highlight opportunities for investment, developer and business engagement in the delivery of projects identified in the Herts Nature Recovery Plan.

Goal [8] [9]



Success measures

From increasing biodiversity and preserving wildlife sites to ensuring greener development, this is how we will track our progress to a more sustainable future

Reduction in overall carbon emissions for Hertfordshire

Increased percentage of economic activity and growth coming from green sectors

External investment in green infrastructure from green investment funds achieved per annum

Improvement on biodiversity baseline (2021)

Number of goals in the Local Nature Recovery Strategy that are achieved per annum

Number of Local Wildlife Sites, and percentage in good or better condition

Increased percentage of homes in Hertfordshire within a 15 minute walk of a natural green space



DID YOU KNOW...
Domestic gas is the biggest single emitter of CO2, followed by motorways, then A roads





Transport for Hertfordshire





Mission

Deliver a safe and integrated transport system which unlocks growth and enables communities and businesses to thrive

Strategic goals

To increase options for accessible, sustainable and active modes of travel, helping to better connect residents, communities and businesses

1

Create an integrated, connected and inclusive transport system meeting the needs of communities and businesses in Hertfordshire.

2

Provide greater choice and opportunity for people to travel safely, sustainably and healthily, harnessing new technology and innovation to access key services, employment and leisure.

3

Improve air quality by reducing transport-related emissions.

4

Ensure the planning system supports new development that seeks to increase walking and cycling and the use of buses.

5

Manage the impact of traffic, including freight on the network, whilst supporting the needs of communities and businesses.

YOU TOLD US...

“Reliable and affordable public transport would have great positive benefits for our county”

Actions

Here is how we will take a collaborative approach to improve access to sustainable travel options

Create a transport body to lead on the integration of transport services across the county, unlock investment and lobby for Hertfordshire.

Goal [1][2]



DID YOU KNOW...

Traffic on Hertfordshire's roads increased by 7.4% between 2021 and 2022

Refresh the Local Transport Plan to reflect key challenges and Growth Board priorities.

Goal [1][2][4]

Support the development of an integrated bus and passenger transport network across Hertfordshire, building on the existing Bus Service Improvement Plan.

Goal [1][2][3][4]



Develop a list of transport infrastructure priorities to support sustainable growth in the county. Secure investment to deliver the Hertfordshire Essex Rapid Transit (HERT) network, providing connections to local and regional bus and rail networks to address east-west passenger transport challenges and connect the county.

Goal [1][2][3][4][5]

Develop clear policies to align all new development with sustainable and active travel in future Local Plans and Joint Strategic Plans.

Goal [1][2][3][4][5]

Monitor air quality across the county to inform plans and programmes of work.

Goal [2][3]

Support the development of a comprehensive EV charging network that enables the transition to an EV fleet.

Goal [1][2][3][4][5]



Success measures

From reducing the number of serious accidents on the roads to lowering carbon emissions, this is how we will track our progress to a more integrated and sustainable transport system

Increased percentage of all journey miles travelled by walking, cycling and passenger transport

A reduction in the number of private vehicle miles per person

Reduced transport-related carbon emissions and improved air quality

Year-on-year decline in recorded transport fatalities and serious injury accidents

New developments with a high active and sustainable transport mode split in line with best practice

Year on year increase in the EV fleet by 2035 in line with government targets*

Improved management of freight, facilities and consolidation, reducing the number of freight miles travelled



DID YOU KNOW...
76% of short trips (under 1 mile) are made on foot

****80% of new cars and 70% of new vans sold in Great Britain to be zero emission by 2030 and 100% by 2035)***



Healthy and Safe Places for All



Mission

By 2040, Hertfordshire's residents and communities will benefit from neighbourhoods that are designed and regenerated with physical health, mental wellbeing, safety and social connectedness at the heart

Strategic goals

To take a holistic approach to placemaking to ensure that increasing people's health and wellbeing and sense of safety drives our actions and behaviours

1

Improve and regenerate existing places and design and deliver new housing developments to enable residents to lead healthier lifestyles, have good physical and mental health and feel safe.

2

Ensure that plans for regeneration and housing growth promote enhanced access to green spaces and community facilities including sport and recreation, and support walking and cycling.

3

Target health inequalities faced by particular groups and communities through Local Plan policy and local health initiatives.

4

Ensure there is a strategic and collaborative approach to the development of new and existing health facilities in Hertfordshire that supports residents to lead healthier lifestyles.

5

Ensure the health and care services needed to support existing and new communities are identified and built into Local Plans.

YOU TOLD US...

"I like the breadth of this mission – it suggests that active travel, reducing and slowing traffic from / in towns is critical"

Actions

Here is how we will work together to create a happier, healthier and safer Hertfordshire

Hertfordshire Growth Board to commission an evaluation of the Healthy Garden Town Framework developed by Harlow and Gilston Garden Town.

Goal [1] [2]

Hertfordshire Growth Board to agree that all Local Plans seek to have an overarching 'Healthy Place-Making' Framework which sets out the principles for designing and building healthier, safe and inclusive environments in Hertfordshire, drawing on the evaluation findings set out above.

Goal [1] [2]



As part of the above framework, Hertfordshire Growth Board to agree principles for how local residents and communities, district community safety partnerships and the Police and Crime Plan

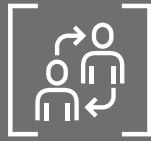
for Hertfordshire has due regard for, or can be directly involved in, the design of healthy, active, safe and sustainable places, supported by accessible public facing communications.

Goal [1] [2]

Hertfordshire Growth Board members seek to work collaboratively through Local Plans and health policies to address health inequalities faced by particular communities, and to support implementation of the delivery plan for the [Hertfordshire and West Essex Integrated Care Strategy](#).

Goal [3]



**DID YOU KNOW...**

There were 25,430 instances of anti-social behaviour (Jan 23–Dec 23)

Hertfordshire Growth Board members to work with NHS providers to make the vision and plans for

existing and new health facilities genuinely health promoting, including the planned rebuild at Watford General Hospital.

Goal [4]

Hertfordshire Growth Board to promote close working, collaboration and peer learning between the local Integrated Care Board, NHS providers and local planning authorities for matters in Hertfordshire and on its borders that relate to emerging Local Plans, infrastructure delivery plans, strategic planning application consultations and health financial contributions.

Goal [5]

Hertfordshire Growth Board members to work with the local Integrated Care Board on a countywide strategy for provision of primary, community and secondary health services that is aligned with anticipated population increases and planned housing growth.

Goal [5]

Hertfordshire Growth Board members to support the One Public Estate programme to repurpose surplus public estate for public services, housing and regeneration, and explore opportunities within this programme to maximise economic and commercial redevelopment.

Goal [5]



Success measures

From increasing access to green spaces and healthcare to encouraging active lifestyles, this is how we will track our progress to provide healthy and safe places for all



DID YOU KNOW...
 Nearly half (49.6%)
 of primary school
 children walked to
 school in 2022

Increase in the proportion
 of adults who walk or cycle

Reduce transport related
 carbon emissions and
 improved air quality

Increase in the proportion
 of children and young
 people who walk or cycle
 to school

Improved resident
 perceptions of feeling safe

Increase in the use of
 outdoor space for exercise

An increase in developer
 contributions towards
 health and wellbeing
 infrastructure

Increased percentage
 of homes in Hertfordshire
 within a 15 minute walk
 or cycle of a natural
 green space

Improved access to primary
 health care services



Right Homes, Right Places

Mission

To deliver the right homes, including increasing the provision of social/affordable and specialist homes, in the right locations and with associated infrastructure, to support the county's socio-economic prosperity



Strategic goals

To ensure Hertfordshire unlocks the investment needed to deliver the right homes for its residents and that all new homes meet quality and sustainability standards



Seek to increase the provision of housing for:

- Social/ affordable tenures;
- Specialist homes for young adults and older people;
- Homeless and temporary accommodation;
- People experiencing other housing vulnerabilities.

Create a pipeline of development sites.

All new homes to achieve high quality design, sustainability and healthy places principles.

To prepare Joint Strategic Plans for the North-East-Central and South-West areas of the county.

DID YOU KNOW...
Over a quarter (27.8%) of homes in Hertfordshire are occupied by one person

YOU TOLD US...

“Decent homes for the less advantaged and more vulnerable members of our community must come first”

Actions

Here is how Hertfordshire will plan for long-term growth and ensure all new homes are fit for the future



Hertfordshire planning/housing groups to work with registered providers and others to increase housing delivery.

Goal [1]

Hertfordshire Growth Board to work with Government and Homes England to help fund and deliver social/affordable and specialist housing.

Goal [1]

Hertfordshire Planning Group and Hertfordshire Property Partnership to progress pipeline of shovel-ready and more complex sites for housing and wider socio-economic regeneration.

Goal [1] [2]

Hertfordshire Growth Board to work with Government and Homes England to help fund and deliver pipeline sites.

Goal [2]

Prepare Hertfordshire Investment Plan to help attract new landowners, developers and funders.

Goal [2]

Encourage councils and developers to sign the Hertfordshire Development Quality Charter or set their own policy aspirations.

Goal [3]

Future iterations of Charter, or other appropriate guidance, to consider inclusion of 'decent homes' standard in relation to space and healthy places principles.

Goal [3]

Hertfordshire Growth Board to explore the merits of a 'carbon fund' to help retrofit existing homes to decent homes and other higher sustainability standards.

Goal [3]

Progress Joint Strategic Plans to identify long-term growth options, potentially including new settlements.

Goal [4]

Prepare live and updatable Hertfordshire Infrastructure and Funding Prospectus to understand what is needed to support long-term growth.

Goal [3] [4]

Success measures

From designing high quality, energy efficient homes to taking a joined up approach to spatial planning, here is how we will track our progress

Number of social/affordable homes built

Number of specialist homes built

Number of temporary accommodation units

Lower homelessness numbers

Number of other specialist housing units

List of pipeline sites

Progress of pipeline sites through planning system (i.e. allocation, masterplan, permission) and ultimately number of homes built

Amount of Government / Homes England funding secured

Number/ percentage of new homes that exceed building regulation sustainability standards



DID YOU KNOW...
An average house in Hertfordshire costs **11.4 times average salary of a resident**

Number of existing homes retrofitted to decent homes and higher sustainability standards

Progression of North-East-Central Joint Strategic Plans to formal stages and preparation of associated evidence

Progression of South-West Joint Strategic Plans to formal stages and preparation of associated evidence

Successful use of Government, council and developer funding to deliver infrastructure



Looking ahead

The Vision and Missions will be used to co-ordinate collective action through the convening powers of Hertfordshire's leaders and key partners and unlock investment for a more socially prosperous, sustainable, and equitable county

Through its Vision and Missions, the Hertfordshire Growth Board aims to respond to the current and future growth challenges facing Hertfordshire through greater collaboration to further unlock the county's potential. Each Mission has a set of defined strategic goals, actions and measures, providing enhanced accountability, transparency and ownership. The Board recognises

that this Vision cannot be delivered alone and calls on its anchor institutions, businesses and communities to help fulfil the county's potential.

Hertfordshire is open for investment and is ready to work with Government and other potential funding partners to secure deals for the benefit of our residents, communities, and businesses.



About Hertfordshire Growth Board

Hertfordshire Growth Board is the way the county is working together to deliver sustainable good growth for residents, communities and businesses

With Hertfordshire's population expected to increase by 38,550 by 2043, this places increased demands for more housing, healthcare, schools and transport. 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, the NHS Hertfordshire & West Essex Integrated Care Board (ICB), Homes England, Hertfordshire Local Enterprise Partnership and the Police and Crime Commissioner. Working together is how we continue our 'joint' success, create opportunities for everyone, now and in the future, and make Hertfordshire a better place to live, work and thrive.

Find out more about us:

www.hertfordshiregrowthboard.com



Glossary of Acronyms

AI: Artificial Intelligence

EV: Electric Vehicle

FTTP: Fibre to the Premises

GDP: Gross Domestic Product

GVA: Gross Value Added

HAEP: Hertfordshire Area Energy Plan

HCCSP: Hertfordshire Climate Change and Sustainability Partnership

HERT: Hertfordshire to Essex Rapid Transit

Hertfordshire LEP: Hertfordshire Local Enterprise Partnership

HIDB: Hertfordshire Infrastructure Development Board

HIPP: Hertfordshire Infrastructure and Planning Partnership

HNRP: Hertfordshire Nature Recovery Partnership

HOP: Hertfordshire Opportunities Portal

ICB: Hertfordshire West Essex Integrated Care Board

IOT: Internet of Things

JSP: Joint Strategic Plan

LA: Local Authority

LSIPs: Local Skills Improvement Plans

LPA: Local Planning Authorities

Mbps: Megabits per second

MoU: Memorandum of Understanding

NEET: Person 'Not in Education, Employment, or Training'

NVQ: National Vocational Qualification

NZC: Net Zero Carbon

SMEs: Small and medium-sized enterprises

TCPA: Town and Country Planning Association

UKREiiF: UK Real Estate Investment and Infrastructure Forum

UKSPF: UK Shared Prosperity Fund

Photographs

Foreword

- Watford
-

Introduction

- Coronation Fountain, Parkway, Welwyn Garden City
 - Best Before Cafe, Letchworth Garden City
 - Broadway Cinema, Letchworth Garden City
 - Rothamsted Research
 - University of Hertfordshire
-

World Class Economy

- Cell and Gene Therapy Catapult Manufacturing Centre, Stevenage
- Johnson Matthey
- West Herts College, Dacorum Campus
- Careers and Enterprise Company Mock Assessment Centre
- University of Hertfordshire
- Imagination Technologies

Digital Access for All

- Imagination Technologies
 - Hertford Regional College, Creative Media Technology
 - University of Hertfordshire Sports Science Centre
 - Oaklands College
 - MBDA
 - Stevenage Innovation and Technology Centre (SITEC), North Herts College
-

Sustainable County

- The Henry Moore Foundation
 - Digswell Viaduct
 - Letchworth Garden City
 - Willows Farm
 - Cassiobury Park, Watford
 - Hatfield Park Farm
 - Hitchin Lavender
 - Aldenham Country Park
-

Transport for Hertfordshire

- A602 Cycle Path
- Hunters Bridge Cycleway, Welwyn Garden City
- Stevenage Train Station

Healthy and Safe Places for All

- Hertfordshire Community Foundation
 - Watford Market (Simon Jacobs/Dean Sherwood)
 - Vertigo Adventures, Welwyn Garden City
 - Lee Valley White Water Centre
-

Right Homes, Right Places

- Parkway, Welwyn Garden City
- Lilac Close (formerly Furzen Crescent), Hatfield
- Hoddesdon
- Ecoquartier Vauban, Freiburg, Germany
- BRE Innovation Zone
- Letchworth Garden City
- West Herts College, Engineering and Construction Wing

www.hertfordshiregrowthboard.com

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