

Hertfordshire Growth Board Vision and Missions





Communication Pack Contents


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- Paid Media (PDF)
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 - Vision and Missions Clip 75s (MP4)
 - Missions Clip 30s (MP4)


[Download here](#)

 Paid Media

 Press Release

 QR Codes

 Social Media Templates

 [HGB Vision and Missions Communication Pack](#)

Your support

Your support is vital in communicating the new HGB Vision and Missions, and ensuring these are embedded in the hearts and minds of Hertfordshire residents and businesses.

Following the launch on Wednesday 28 February, please use the assets provided to share and amplify the key messages through your channels.

- Press
- Websites
- Social media
- Internal communications
- Other channels

Why a new Vision and Missions for Hertfordshire Growth Board?

Hertfordshire Growth Board (HGB) is setting a new Vision and Missions for how Hertfordshire's leadership across local government, health, business and policing will work together around shared countywide goals that will deliver sustainable good growth for residents, communities and businesses for years to come.

Over the past year, HGB leaders have come together around a shared purpose and set of countywide goals to help identify opportunities that will unlock and boost investment, take a more joined up approach to growth challenges and respond to wider societal pressures. These six goals, known as missions, were then developed further after the public fed back their views via a survey which attracted 4,379 responses.

By working together, it can take a countywide approach to reducing carbon emissions, improving transport links and increasing quality sustainable housing provision, widening access to healthcare and education, and reducing crime and poverty to support its most vulnerable communities.

These missions were road-tested with the public to ensure they were representative of local views. The results of the survey, which ran for one month between November-December 2023, demonstrated an overwhelming majority were strongly in favour of the missions, in particular Healthy Places (88%); World Class Economy (85%) and Transport for Hertfordshire (85%).

Feedback analysis on the engagement findings helped to shape the final report, with sustainable goals, actions and success measures defined for each mission. The focus now will be on taking forward the actions and reporting back on progress to residents and stakeholders.

Put simply...

Hertfordshire Growth Board is a partnership of local leaders who want to make Hertfordshire a better place to live, work and thrive. We have six missions that reflect the needs and aspirations of our residents and businesses, such as creating healthy places, building a world class economy, and improving transport. We have consulted with the public and received strong support for our vision. We have also defined clear goals, actions and measures for each mission. We are now ready to implement our plan and deliver sustainable good growth for Hertfordshire.

Six missions



**World Class
Economy**



**Digital Access
for All**



**Transport
for Hertfordshire**



**Sustainable
County**



**Healthy & Safe Places
for All**



**Right Homes
Right Places**

Social media templates

- HGB Vision
- Cllr Richard Roberts quote
- Cllr Elizabeth Dennis quote
- Cllr Chris White quote



HGB Hertfordshire Growth Board

A Vision for Good Growth...

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.

Learn more at www.hertfordshiregrowthboard.com



HGB Hertfordshire Growth Board

"The Vision and Missions represent a significant step change in how this county will work together to deliver good, sustainable growth. Hertfordshire's leaders across place, policing, health and the economy are united by a common purpose that will guide our future direction"



Cllr Richard Roberts, Leader, Hertfordshire County Council and Chair, Hertfordshire Growth Board

Learn more at www.hertfordshiregrowthboard.com



HGB Hertfordshire Growth Board

"For us to deliver on the issues that really matter, we first had to listen to our communities about the needs and challenges they faced. This broadened our understanding and will help us to deliver lasting and profound benefits for the many not just the privileged few, widening access and participation to all"



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

Learn more at www.hertfordshiregrowthboard.com



HGB Hertfordshire Growth Board

"This joined up approach to growth will help us to create a more resilient economy so that our businesses are better equipped to succeed, our communities thrive, and that we ensure a sustainable future for Hertfordshire"



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

Learn more at www.hertfordshiregrowthboard.com

Social media copy and templates

[As a member of] or [in partnership with] the Hertfordshire Growth Board, we're proud to launch or [support] a brand new Vision and Missions for how Hertfordshire's leadership across local government, health, business and policing will work together around shared countywide goals that will deliver sustainable good growth for residents, communities and businesses for years to come. By working together, we aim to improve access to skills and quality jobs, tackle digital exclusion, reduce carbon emissions, increase sustainable and active travel and provide quality, sustainable, safe and healthy places for people to live.

#HertsVisionForGoodGrowth

Learn more at www.hertfordshiregrowthboard.com



World Class Economy

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



Learn more at www.hertfordshiregrowthboard.com



Digital Access for All

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



Learn more at www.hertfordshiregrowthboard.com



Transport for Hertfordshire

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



Learn more at www.hertfordshiregrowthboard.com



Right Homes Right Places

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



Learn more at www.hertfordshiregrowthboard.com



Healthy & Safe Places for All

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



Learn more at www.hertfordshiregrowthboard.com



Sustainable County

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

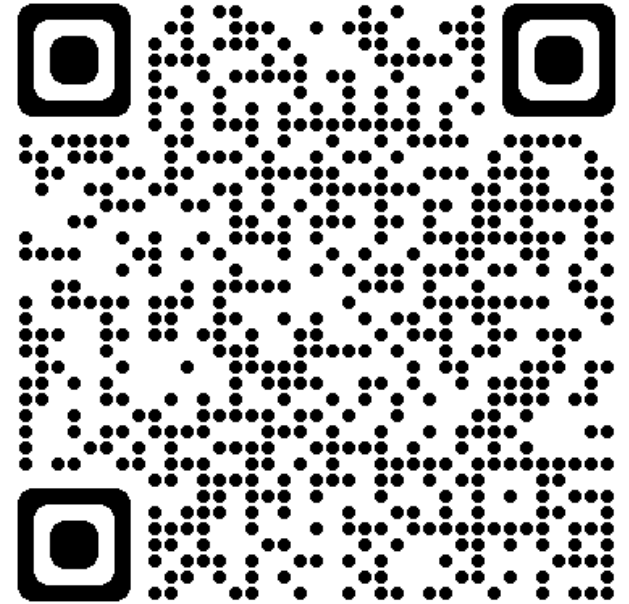


Learn more at www.hertfordshiregrowthboard.com

The QR Code provided will link through to the Vision and Mission Report on the HGB website.

A direct link is also available here:

<https://www.hertfordshiregrowthboard.com/documents/vision-and-missions/>



HGB pull-up banners



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Frequently Asked Questions (FAQs)

To learn more about the Hertfordshire Growth Board (HGB) and its partners visit:



www.hertfordshiregrowthboard.com/about/





Hertfordshire
Growth Board

Thank you

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 www.HertfordshireGrowthBoard.com

 [@hertsgoodgrowth](https://twitter.com/hertsgoodgrowth)

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