



Invest Hertfordshire service to launch at UK-wide trade forum

A new inward investment service for the county is to launch in May, helping to attract businesses and unlock investment for inclusive, high quality, sustainable development, accelerating opportunities across Hertfordshire.

By Lucy Gravatt

Invest Hertfordshire, managed by Hertfordshire Local Enterprise Partnership, will showcase the county's key strengths, business clusters and opportunity sites, and be the gateway for companies looking to relocate or expand.

A dedicated inward investment team will manage enquiries, tapping into expert sectorial knowledge and local intelligence and provide access to wider networks across education, business support, commercial agents and suppliers. With a new inward investment website, brand and support team, Hertfordshire is now strongly positioned to generate and manage investment queries, helping businesses to successfully land and succeed.

Hertfordshire has a thriving and dynamic economy, generating £42bn each year for UK plc. Its globally significant sectors are powering innovation and next generation ideas. We are leading the way in space explorations and the research and development of potentially life-saving therapies for humans and animals. Hertfordshire is now the No. 1 UK destination for film and TV - home to a world class cluster of renowned studios, on a par with Hollywood, with 11 out of 13 major film studios in south west Herts or west of London. Green industries, a new and emerging sector, generated £5.8bn in sales to Hertfordshire's economy in 2021/22 and now employs over 4,000 people. As the demand for skilled labour to help make our homes and offices more energy efficient grows, so too will this sector, creating jobs and supply chain opportunities.

Our sectors and anchor institutions are rapidly expanding, giving way to many new opportunities, driving tomorrow's innovation:

- **Over 200 life sciences businesses, employing over 4,350 people**
- **Largest Cell and Gene Therapy cluster outside US**
- **Airbus Exo-Mars Rover leading the mission to the Red Planet**
- **No. 1 UK destination for film and TV**
- **University of Hertfordshire in top 25% of all UK universities for research impact and ranked best in UK for animation**



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Over the past year Hertfordshire has secured a number of key investment wins with Google choosing to invest \$1bn in building its first data centre in the UK in Waltham Cross. Recent investment in the film and TV sector has cemented the county’s reputation, with potentially thousands of new jobs in the pipeline. This has included the UK’s newest state-of-the-art film and TV studio now operational at Sky Studios Elstree with 12 sound stages and £3bn of production investment from Sky and sister company NBC Universal, both part of Comcast Group.



New countywide services are making it easier to do business. Hertfordshire Film Office provides a one-stop-shop service to support all film and TV-related activity across the county. Over £6.4m was spent on high-end TV and feature film activity in Hertfordshire in the last financial year, making the county one of the most highly desirable bases for UK and international productions.

Strong leadership is vital too if we are to take a more joined up approach to growth challenges and respond to wider societal pressures. Earlier this year, Hertfordshire Growth Board (HGB) set out its shared Vision and Missions for sustainable growth. This sends out a clear message that 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.

For Hertfordshire to remain competitive on a global stage it must elevate its profile regionally and internationally under one brand; Invest Hertfordshire will ‘talk’ to investors, developers and businesses.

This new service is to be launched at the UK’s Real Estate, Investment and Infrastructure Forum (UKREiiF) in Leeds on 21-23 May. Now in its third year, UKREiiF brings together the public sector, alongside Government, investors, funders, developers, house-builders and more, helping to attract inward investment and generating economic growth. This year, for the first time, Hertfordshire will have one strong value proposition for the county to bring to market, helping to accelerate and unlock more sustainable, inclusive and transformational investment. This will leverage the new Invest Hertfordshire brand to unite under one purpose: to generate greater opportunity for Hertfordshire as a whole and deliver significant positive impact for its residents, communities and businesses.

Key industry and place leaders from across the district and borough councils and Hertfordshire County Council will represent the county at UKREiiF. Together they will evidence how we are maximising our sectorial and locational advantages and demonstrate how strong, strategic leadership is helping to shape our future economic and social priorities. A panel will bring key industry figures together with local government to debate how we can positively embrace future challenges such as net zero and foster new and emerging technologies to continue to build businesses that can compete on a global stage. This event is sponsored by the Crown Estate.



Hertfordshire key facts:

- £42.1bn contribution to UK economy (2021)
- 67,770 active enterprises (2022)
- 1.2m population - 62.9% of working age
- 41.5% educated to degree level, well above national average

strategic advantages, shaping a future where economic growth aligns with social priorities. This event heralds a new era of collaboration, driving Hertfordshire towards global competitiveness and positive community impact.”



Cllr Richard Roberts, Leader, Hertfordshire County Council, and Chair, Hertfordshire Growth Board, said: “An ideal destination for both business

and family life, Hertfordshire has a roster of exceptional schools guiding students into Further and Higher education. Close to London yet surrounded by beautiful green spaces, our county acts as a gateway throughout the country as well as Europe and the world with three international airports. Our exciting developments include everything from large-scale sustainable housing projects and major film studios to world-renowned employment sites, all helping to shape the county’s future.”

Adrian Hawkins
OBE, Chair, Hertfordshire Economic Board, which comprises business, education and local government all working together, said: “Attracting more businesses to invest in Hertfordshire



is key to shaping the economy of the future and positioning our county for success. By leveraging the talents of our people, the excellence and deep knowledge base of our academic and research institutions and the entrepreneurial spirit of our businesses, we can continue to build world-leading capabilities and embrace future-facing technologies in a more digitally connected and sustainable world.

“Investment is a key component in building this strength, and inward investment not only has the added advantage of bringing in funding, but also provides access to global networks, markets, technology and talent. I am delighted to be part of the delegation flying the flag for Hertfordshire at UK REiif.”

Donna Nolan, Chief Executive, Watford Borough Council: “Unveiling at the influential UK Real Estate, Investment, and Infrastructure Forum, Hertfordshire will demonstrate its unified value proposition, a catalyst for accelerating sustainable and inclusive investment. With top leaders converging, we will showcase our



Sally Bedwell, Director, Willmott Dixon: “It is vitally important that Hertfordshire’s public sector and businesses like ourselves, work together to pave the way for our



county’s prosperous future. Collaboration strengthens the local economy, fosters innovation, and enhances the quality of life for residents. We can leverage each other’s strengths to create opportunities for growth, investment, and sustainable development, ultimately benefiting the entire community. We look forward to sharing the platform at UKREiif this year, supporting public private sector partnership with our partners and key stakeholders in Hertfordshire.”

A new video will also showcase Hertfordshire’s key sectors and the ease of doing business here. This will be available to view on the new website also launching later this month.

Coming soon:
www.investhertfordshire.com

To find out more about **Invest Hertfordshire** and speak to the team, telephone: **01462 244 700** or email: **info@investhertfordshire.co.uk**

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