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# Insight

Autumn 2021 | ISSUE TWENTY SIX

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# biz4Biz

[www.biz4biz.org](http://www.biz4biz.org)

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# ALL CHANGE FOR A BRIGHTER FUTURE

Formed in 2010, biz4Biz has played a pivotal role in helping businesses throughout Hertfordshire and now expands its presence to Beds, Bucks and Cambs. As the readership of this Magazine grows exponentially, we are delighted to welcome aboard, our award winning Editor, Darren Isted who has spent a lifetime in media and is ready to assist us in taking our Insight Magazine to an entirely new dimension in our quest to support and boost the importance of Business.

We have long held the concept here at biz4Biz, via the importance of our CEO forums, that businesses learn better from the experiences of other businesses. We are delighted therefore to have been awarded a contract by the Herts Growth Hub to deliver FREE to any of our regular readers "Peer 2 Peer" network groups, valued at £5,000 per organisation, on a first come first served basis and subject to certain criteria. Further details for this programme can be found at [page 22](#) or contact [coaching@biz4biz.org](mailto:coaching@biz4biz.org)

Optimism abounds in our region with much great news, covered in the pages of this Magazine. Hertfordshire becomes the new Hollywood, the University of Hertfordshire invests £85m in new facilities and GSK moves to expand the Stevenage Life Science park. With the fear of mortality from Covid receding, we have much to cheer us up and look



**ADRIAN HAWKINS, OBE**

Chairman biz4Biz,  
Publisher Insight Magazine

forward to a much brighter future and we are delighted to advise that biz4Biz alongside our main sponsor Barclays Bank are currently working towards launching our popular biz4Biz Awards programme once more. We will keep you posted very soon and most likely full details will appear in the next issue of Insight.

Please share your news and views with us in our [Viewpoint page 8](#) and check out the great events taking place soon on [pages 24 and 25 respectively](#).

See you on the pages inside and thank you for your support and readership!

## Adrian Hawkins, OBE

Chairman biz4Biz, Publisher Insight Magazine

# A WORD FROM THE EDITOR

I am delighted to write this as the new editor of Insight magazine and to welcome you to the latest edition of THE business and leisure title for Hertfordshire.

After what has been a difficult time both economically and for our society with the ravages of COVID, it is fitting that we should now look ahead to a brighter future.

There is of course much work to be done on many fronts, but in a UK sense, and of course here in Hertfordshire, there are plenty of signs that progress is fast being made.

In Stevenage of course the regeneration plans have now moved on apace and the town clearly has plenty to look forward to, both in terms of development but also for businesses in the area and the spread of new tech.



Some of you may know me for my work in the local media in this area. It is certainly satisfying to see many of the plans which I have previously reported on now coming to fruition.

It is the task of key leaders in this area, and readers of Insight to now maximise and take the opportunities that this affords us.

I hope you enjoy this edition, and of course welcome the chance to speak to you in the coming weeks and months about featuring your own group or business in this title and promoting them through our advertising opportunities. Until then, here's to having a much brighter future which only Insight brings.

**By Darren Isted**  
Editor Insight magazine

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# NEWS

## HERTFORDSHIRE HOUSE PRICES: THE BIGGEST AND SMALLEST PROPERTY PRICE CHANGES IN 2021 SO FAR

The average price of houses has risen in Herts in recent months according to property website Zoopla.

Their figures show that Harpenden has seen its average value increase by more than 11% in the last six months.

A surge in demand, and the post pandemic increase in people wanting to move has contributed to this while the recent increase in Government support for first-time buyers has also played a part.

Indeed just four out of 33 major locations listed by Zoopla have seen a drop in their value change percentage. Much Hadham and Buntingford were the only other areas in the county which saw their value increase by over 8 per cent.

Below is the full list of areas where prices have increased and decreased according to latest figures from Zoopla.

### Areas where value has increased (last six months)

Full list, from left to right reads: Area, current average value, value change; value change percentage.

Harpenden: £930,654; £95,840; 11.48%  
 Buntingford £587,654; £49,737; 9.25%  
 Much Hadham: £884,977; £68,705; 8.41%



Bushey: £610,347; \$42,387; 7.46%  
 Hitchin: £479,779; £30,315; 6.75%  
 Broxbourne: £507,248; £32,026; 6.74%  
 Kings Langley: £703,336; £44,053; 6.68%  
 Tring: £618,398; £37,766; 6.50%  
 Watford: £465,943; £26,536; 6.04%  
 Ware: £527,703; £29,053; 5.83%  
 Hemel Hempstead: £446,670; £23,302; 5.50%  
 St Albans: £644,914; £32,970; 5.39%  
 Knebworth: £562,621; £27,011; 5.04%  
 Sawbridgeworth: £487,453; £15,809; 3.35%  
 Abbots Langley: £524,480; £16,238; 3.19%

Stevenage: £336,520; £10,351; 3.17%  
 Berkhamsted: £787,193; £22,680; 2.97%  
 Waltham Cross £420,177; £11,888; 2.91%  
 Hatfield: £477,206; £12,589; 2.71%  
 Bishop's Stortford: £523,887; £13,419; 2.63%  
 Baldock: £423,826; £10,349; 2.50%  
 Barnet: £683,015; £16,675; 2.50%  
 Borehamwood: £536,020; £13,083; 2.50%  
 Letchworth Garden City: £414,688; £10,136; 2.50%  
 Rickmansworth: £775,676; £18,853; 2.49%  
 Welwyn Garden City; £436,041; £9,445; 2.21%

# SMES ARE CORE FOUNDATION OF HERTFORDSHIRE'S STRATEGY TO BUILD BACK FROM COVID-19

The 'Hertfordshire Enterprise and Innovation Strategy 2021-2025' sets out ambitions for economic recovery from the COVID-19 pandemic. Drawing on the county's strengths and focusing on small businesses which overwhelmingly make up the economy, the strategy proposes initiatives under five key pillars with sustainability at its core.

Small businesses are at the heart of a sharpened vision to drive enterprise, innovation and economic growth in Hertfordshire post-COVID-19 and beyond.

Led by Hertfordshire Local Enterprise Partnership (LEP), the 'Hertfordshire Enterprise and Innovation Strategy 2021-2025' launches a roadmap for recovery from the pandemic and features practical measures to support businesses. Hertfordshire is a dynamic knowledge economy with an impressive range of global companies attracted by the area's skills, location and quality of life. Yet the economy consists primarily of micro businesses and SMEs, with 61 active businesses for every 1,000 working-age residents – above the England average of 47. It is these businesses that will be supported to scale up and increase productivity through the strategy's initiatives.

## Key themes

With societal, economic and environmental concerns influencing the pace of change, the key delivery themes of strategy include:

- Enhancing the gateway to business support
- Supporting entrepreneurs
- Ensuring space is available for enterprise
- Driving catalytic sectors
- Skills availability

Nitin Dahad, Chair of Hertfordshire LEP's Enterprise & Innovation Board and LEP SME Champion, said: "This strategy reflects and addresses the emerging challenges from COVID-19 and the need to help Hertfordshire 'Build Back Better'. We want to strengthen and simplify the business support offer, and the importance of digitisation and technology in driving growth is reflected in our strategy.

"The development of local innovation ecosystems is a key policy objective and to make up for lost economic capacity over the past 12 months we need to intensify start-up provision and continue to focus on the scale-up of our innovative, high-growth SMEs.

"As an entrepreneur and business leader, I know inspirational leadership goes hand in hand with business success. If SME owner-managers are to become effective leaders of transformational change we need to invest in skills development. By building in future resilience into the very DNA of our SMEs through targeted resources, we can achieve our goal of higher levels of commercial success and prosperity."

## Practical measures

The LEP will look to improve the coordination and delivery of business support in the county and help SMEs secure access to markets, finance and skills more easily. Entrepreneurs from all sections of society will be helped to exploit opportunities through the adoption and take up of digital technologies and through best practice management programmes focused on businesses with scale-up potential. Selling abroad will be promoted through the Department for International Trade's Export Academy and the LEP aims to establish a pilot "angel network" of private investors.

More flexible co-working space will be created, potentially through short-term use of vacant units in high streets. To address skills gaps, young people will be educated on enterprise concepts, with entrepreneurial opportunities highlighted on the [Hertfordshire Opportunities Portal](#).

The county's most productive and innovative sectors will be supported to expand.

These include:

- Advanced Manufacturing, drawing on the success of companies including Airbus and Smiths Detection.
- Cultural and creative, particularly film, with Warner Bros. Studios Leavesden and the BBC based in Elstree.
- Life Sciences: a Government-designated Opportunity Zone taking in Stevenage Bioscience Catalyst, GlaxoSmithKline, the Cell and Gene Therapy Catapult Manufacturing Centre.
- Construction including BRE research, Willmott Dixon, Vinci, Skanska, and VolkerFitzpatrick.

The Enterprise and Innovation Strategy has been published following stakeholder consultation and is one in a suite of strategic statements being developed by the LEP to guide Hertfordshire beyond Brexit and the pandemic into the 2030s.

# VIEW POINT



We love hearing from you so why not send us an email to be included at [magazine@biz4biz.org](mailto:magazine@biz4biz.org)

Thank you for carrying the article regarding our Green Belt in North Hertfordshire in the Summer issue 25 of your Insight Magazine. We appreciate the balance provided in conveying our letter and the history supporting the creation of the Metropolitan Green Belt in North Herts.

It is important to understand exactly why Green Belt is so important in North Hertfordshire, not just for the benefits of absorbing CO2, filtering Air pollution, reducing noise and providing spaces for exercise all of which this Country needs post Covid, but for the historical importance of its first supporter the architect of Letchworth and Welwyn Garden Cities, Sir Ebenezer Howard OBE.

It is fair to say that with the recent sacking of Robert Jenrick MP from his post of Secretary of State for MHCLG and his replacement with Michael Gove, formerly of DEFRA, it is indeed possible that the Government is taking its responsibility for the Environment far more seriously, following the loss of Amersham and Chesham at a recent bi-election.



We earnestly hope that this opportunity for change extends to the North Herts District Councils (NHDC), Local Plan and that changes are made to significantly reduce its development impact in the existing Green Belt areas that they are responsible for. Their plan has already caused the early departure of a CEO and two political leaders at NHDC and it must now be time for some common sense to prevail.

At a time of COP26, a Government

promoting Sustainability and Net Zero and seriously making all the right noises in the battle against Climate change, the decision to oppose a Local Plan intent on developing 85% of its homes in Green Belt areas should be made and the Local Plan hopefully deleted as a result.

**Save our Green Belt in North Herts Group.**

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# Insight

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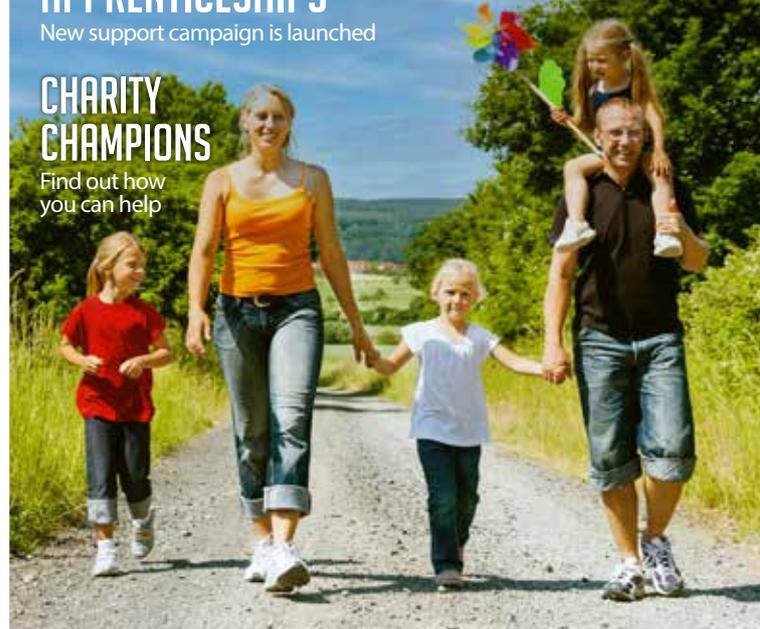
**HERTFORDSHIRE  
APPRENTICESHIPS**

New support campaign is launched

**CHARITY  
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**A GUIDE TO YOUR  
LOCAL DAYS OUT**



# SOCIAL



**@HertsLEP**

"If SME owner-managers are to become effective leaders of transformational change we need to invest in skills development,"

@ndahad



**Adrian Hawkins OBE**

Good to meet with Alistair Thomas and William Stokes at their new Co-Space facility in the heart of Stevenage Town Centre.

#innovation #business  
#people #community  
#collaboration



**@biz4biz**

Great event and workspace @WeAreCoSpaceUK a great close up of Council Leader

...

@SharonStevenage  
@HertsLEP @StevenageBC  
@StevenageBetter



**Adrian Hawkins OBE**

Great news for@StevenageBetter that GSK are enabling the expansion of the Life Science campus in the Town

@HertsLEP  
@hertsc  
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@biz4biz



**@HertsLEP**

Open now! Co-Space Stevenage is now providing flexible working space for your business, ...

@HertsLEP  
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@StevenageBetter



**Adrian Hawkins OBE**

What a truly brilliant resource this is becoming. Take a look at our new Generation Start-Up section here to see how far Skills and Education...

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# BIZ4BIZ AWARDS



**A**t Insight we are always happy to share good news and we are hoping to make an announcement very soon when it comes to our own amazing biz4Biz Awards. Remarkably it has been two years since the biz4Biz Awards 2019 – and what a night of celebration it was. The third annual biz4Biz Awards proved a huge success.

With Barclay's as the main sponsor and hosted by popular Broadcaster and Television personality, Fiona Bruce, the

gala dinner honoured local businesses with an evening of magic, music, and merriment. Finalists and guests mingled with local charities, fellow members of the biz4Biz business network and representatives from the companies who kindly sponsored the event and the night was enjoyed by all who attended.

And little wonder it was such a success. The biz4Biz Awards for businesses in Hertfordshire are impartial, expertly judged and open to all those involved in a business which is based in Herts.

The biz4Biz Awards are the first of their kind and are impartial, independent awards that can be won by anyone involved in a business in Hertfordshire. The aim of the biz4Biz Awards is to seek out examples of being the best at what we do.

Unfortunately, the 2020 biz4Biz Awards were cancelled due to the ongoing COVID-19 pandemic but we are hoping to reveal some news about The biz4Biz Awards 2022 soon, so watch out for the latest Insight magazine and keep your eyes on our social media feeds.



**W**e have just launched Cariad Web Design, a new service specifically created to offer low-cost website design to small businesses and sole traders.

Unfortunately, small businesses and sole traders don't always have the budget for the kind of large, bespoke websites that Cariad Marketing is well known for. They're looking for an affordable compromise - a small website that has all the benefits of a large, bespoke one, but without the big company price tag.

That's why, under the new Cariad Web Design brand, we've developed (and are continuing to develop) templates that give us the ability to offer small website builds that are designed to be flexible and fully functional, but are also comfortably affordable.

### Why does a small business need a professional website?

If your business relies on finding a constant stream of new customers, then you simply can't afford to have a website that doesn't actively work for you. A website you set up yourself may look good on the outside, but a professional website has a lot going on behind the scenes that you can't see.

Experienced web developers ensure a website is set up to be visible to the search engine bots, making it more likely that your brand will appear when someone searches for your products or services in the highly competitive online world.

Creating a professional website can be a daunting prospect for small businesses. There are many things to take into account such as security, site speed, optimisation, responsiveness, accessibility, design, branding and, above all, cost.

### There's a template for everyone...

Our ever-growing range of flexible and dynamic templates allow micro businesses to enjoy the advantages of a professionally designed and built website, but without the cost. Cariad Web Design templates have been created specifically for small companies, start ups and sole traders who need a simple, hard-working website that will significantly improve their online presence, increase brand recognition and give a great return on investment.

### Manage content with ease

A constant stream of new content is a sure-fire way of getting your website noticed by the search engines. We designed our template websites to be

straightforward to use so you can manage the content yourself and keep your costs as low as possible. A training session on how to edit and update the site yourself is included in the price.

### Be up and running in just 10 days!

Simplicity means speed which means your new website can be up and running within a fortnight. All you have to do is choose your preferred template, package, optional add-ons and payment options, and we'll be in touch for a chat to find out more about your business so we can make sure everything we do for you is on brand. If you've already got your images and copy ready, your new website could be up and running in 10 days. And we'll train you on how to upload new content so you can easily keep your website up-to-date.

**Justine Perry**  
MD, Cariad Marketing

For more information about Cariad Web Design visit [www.cariadwebdesign.com](http://www.cariadwebdesign.com).

# ST ALBANS IN TOP 10 OF LEAST AFFORDABLE CITIES TO BUY A PROPERTY IN

St Albans is joint 9th as the UK city which is the least affordable to buy a home in, says the Halifax.

With Winchester top, its figures suggest buying a home in the Hampshire commuter city will cost 14 times average earnings, higher than Greater London at 11 times.

Buying a home in a UK city will now cost buyers 8.1 times their average earnings, up from 5.6 times a decade ago.

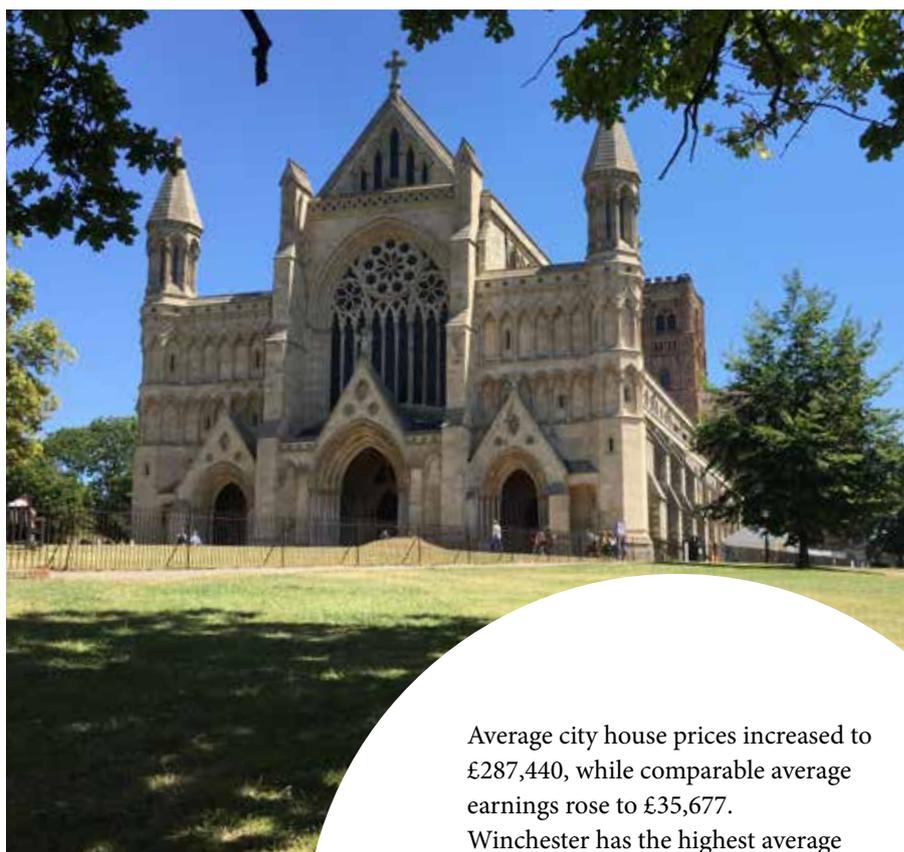
House prices have “generally continued to outstrip wage growth”, said Halifax managing director Russell Galley.

Winchester has leapfrogged Oxford as the least affordable city in the annual survey, while Londonderry is the most affordable for the third year in a row.

In Northern Ireland, a home will cost 4.7 times average earnings.

Over the past year, the Halifax reckons the average house price in UK cities has grown by 10.3%.

Its analysis of figures from the Office for National Statistics suggests average earnings for people living and working in cities climbed just 2.1% over the same time period.

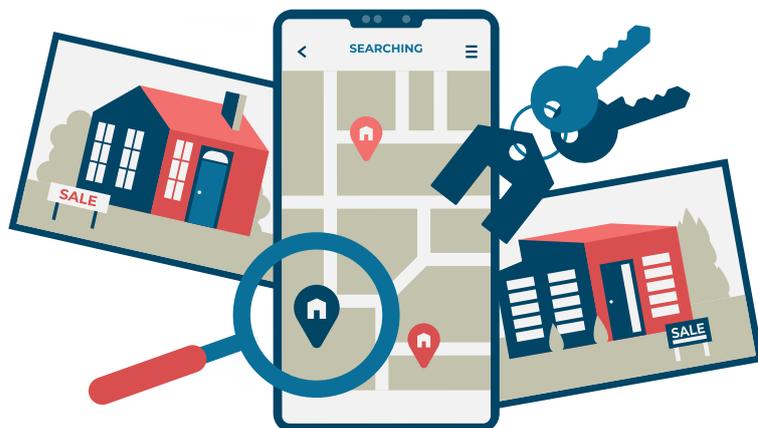


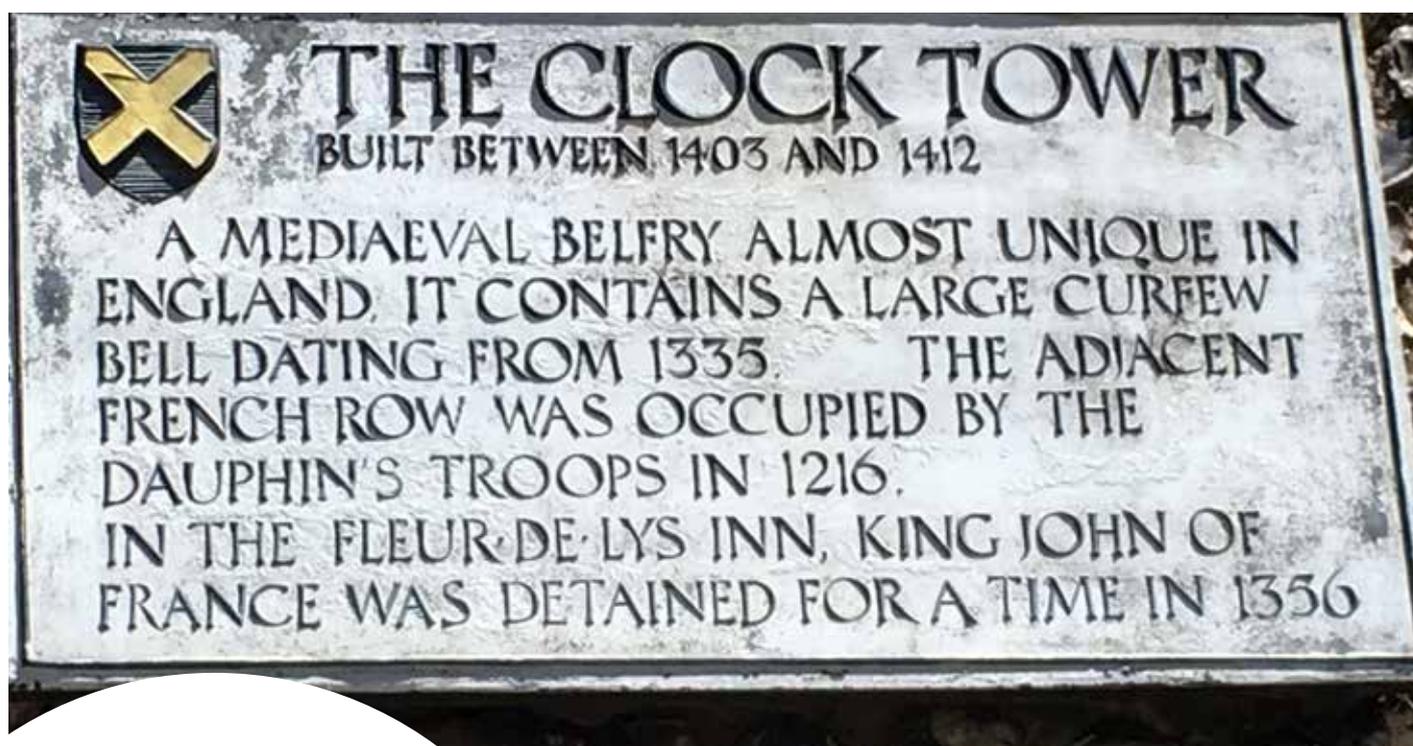
Average city house prices increased to £287,440, while comparable average earnings rose to £35,677.

Winchester has the highest average house prices of any UK city, ahead of St Albans at £604,423 and London at £564,695.

The least expensive average house prices among cities are in Londonderry at £155,917 and Hull £156,924.

Average earnings in Winchester are £45,059, higher than for the UK as a whole and only beaten by St Albans at £59,391 and Greater London at £51,257.





The top 20 least affordable cities in 2021

(Figures show the price-to-earnings ratio followed by the average house price and average annual earnings. Source: the Halifax)

1. Winchester, South East, 14.0, £630,432, £45,059
2. Oxford, South East, 12.4, £486,928, £39,220
- =3. Truro, South West, 12.1, £356,788, £29,558
- =3. Bath, South West, 12.1, £476,470, £39,508
5. Chichester, South East, 10.6, £446,899, £37,352
6. Cambridge, East Anglia, 11.9, £482,300, £40,492
7. Brighton and Hove, South East, 11.6, £449,243, £38,737
8. London, South East, 11.0, £564,695, £51,257
- =9. St Albans, South East, 10.2, £604,423, £59,391
- =9. Chelmsford, South East, 10.2, £424,690, £41,781
11. Salisbury, South West, 10.0, £392,355, £39,154
12. Exeter, South West, 9.9, £323,554,

- £32,635
13. Leicester, East Midlands, 9.7, £279,080, £28,725
14. Hereford, West Midlands, 9.7, 316,929, 32,839
15. Norwich, East Anglia, 9.4, £306,946, £32,632
16. Bristol, South West, 9.3, £346,902, £37,357
- =17. Southampton, South East, 9.0, £310,435, £34,429
- =17. Canterbury, South East, 9.0, £365,168, £40,565
- =17. Gloucester, South West, 9.0, £287,600, £31,987
20. Worcester, West Midlands, 8.8, £303,132, £34,389

The top 20 most affordable cities in 2021 (Figures show the price-to-earnings ratio followed by the average house price and average annual earnings. Source: the Halifax)

1. Londonderry, Northern Ireland, 4.7, £155,917, £33,138
- =2. Carlisle, North, 4.8, £163,232, £34,087
- =2. Bradford, Yorkshire and the Humber, 4.8, £164,410, £34,219
- =4. Stirling, Scotland, 5.4, £208,927, £38,744

- =4. Aberdeen, Scotland, 5.4, £205,199, £38,016
- =4. Glasgow, Scotland, 5.4, £196,625, £36,205
7. Perth, Scotland, 5.5, £203,229, £36,700
- =8. Inverness, Scotland, 5.6, £191,840, £34,373
- =8. Hull, Yorkshire and the Humber, 5.6, £156,424, £27,730
10. Dundee, Scotland, 5.8, £181,150, £31,344
11. Sunderland, North, 6.0, £179,567, £29,745
12. Lisburn, Northern Ireland, 6.1, £203,386, £33,138
- =13. Salford, North West, 6.2, £211,903, £34,444
- =13. Durham, North, 6.2, £196,274, £31,762
- =13. Liverpool, North West, 6.2, £215,741, £34,911
- =13. Belfast, Northern Ireland, 6.2, £205,228, £33,138
- =13. Lancaster, North West, 6.2, £217,392, £35,004
18. Newcastle-upon-Tyne, North, 6.3, £229,434, £36,212
19. Stoke-on-Trent, West Midlands, 6.5, £200,161, £30,698
20. Edinburgh, Scotland, 6.8, £285,605, £42,245



# The biz4Biz Associates Programme

**Are you a freelancer or small business owner based in Herts, Beds or Bucks?  
 Would you like an additional source of income?  
 Do you want to be part of a fast-growing business?  
 Why not become a biz4Biz Associate?**



## Could you sell digital marketing solutions?

**biz4Biz** has become a well-established and highly respected brand that provides a voice for the local business community. We launched our first Insight magazine back in August 2014 followed by our ConneXions business networking group and our highly successful biz4Biz Awards programme.

Our magazine has a regular readership of 100,000 made up of CEOs, managers, finance, accounts, marketing and sales personnel, and specialists across a wide variety of sectors. As an Associate you would be able to promote biz4Biz and sell a wide range of digital marketing products to local SMEs and earn a competitive commission. Let's Work Together is a fully integrated digital marketing package that includes magazine advertising, social media marketing, webinars, email blasts and much more.

## Could you run a business networking group?

biz4Biz ConneXions is a successful business networking group which was set up at the end of 2014. We are now planning to open new groups in Herts, Beds and Bucks and are looking for people interested in setting them up and running them.

You will be fully supported by the biz4Biz team and directors and will have the ability to earn additional income.

**biz4Biz**  
**ASSOCIATE**

**Interested in becoming a biz4Biz Associate? Visit <https://biz4biz.org/associates/> to get in touch**

# HERTFORDSHIRE SUPPORTS APPRENTICESHIPS

Campaign hashtag:  
#HertfordshireSupports  
Apprenticeships

**WE KNOW COMPANIES HAVE BEEN  
HIT HARD BY THE PANDEMIC.**

**W**e are delighted to share with you this short animation – created as part of a 12-month marketing campaign led by Hertfordshire LEP to raise awareness of apprenticeships as a valuable career pathway, and how they can benefit individuals and businesses.

Our campaign will send out a clear message that Hertfordshire supports apprenticeships and traineeships and, in so doing, will help to:

- Deliver a resident workforce fit for the future;

- Raise the skills and productivity levels of those already in work;
- Showcase the resilience of apprentices and employers during COVID-19.

This animation is the first of a suite of campaign assets coming soon, and will demonstrate that:

- Apprenticeships and traineeships still make good business sense;
- There are financial incentives and initiatives available; and
- Hiring an apprentice in Hertfordshire is easy - we can guide you through the process.

## What you can do now!

Please share this animation and other campaign messages via your networks. Feel free to use and adapt the suggested posts below, or share our posts from:  
Twitter: [@HOPinto\\_herts](#) and [@HertsLEP](#)  
LinkedIn: [@Hertfordshire-Opportunities-Portal](#)  
[@Hertfordshire-Local-Enterprise-Partnership](#)

# biz4Biz COACHING EVENTS

Schedule of Events 2021

## Building a Plan to financial freedom

Date: Wednesday 29th September  
Time: 2:00 pm - 6:00 pm  
Location: Needham House, Little Wymondley, Hitchin SG4 7JJ  
Investment: £250 + VAT

### About this event:

This Workshop is designed to build on your knowledge of the strategies available to today's property investor and how property can produce a healthy return that will put you firmly on the path towards creating a life of financial freedom. Our team of experts have successfully turned their passion for property into a means of creating wealth, security and financial freedom. Members of the team are experts in a variety of property investing areas from HMO's (house of multiple occupancy), buy to lets, holiday rentals (AirBnB), student accommodation, commercial investing and developments.

[REGISTER YOUR PLACE HERE](#)

## Discover Peer Networks

Date : Thursday 7th October  
Time : 10am - Midday  
Location : Co-Space, Town Square, Stevenage  
Investment : FREE

Have you signed-up for the BEIS Peer Networks program, delivered by biz4Biz in partnership with Hertfordshire Growth Hub? Or are you considering signing-up and curious to learn more about the Peer Networks program before you do? Then you are very welcome to join the biz4Biz Discover Peer Networks workshop.

Here we will explain all about the program, the format and what you will gain from it. Plus you will have a unique opportunity to tour the brand-new Co-Space in Stevenage Town Square during your visit. See pages \_\_ and \_\_ of this issue of Insight for further details.

[REGISTER YOUR PLACE HERE](#)

## Make Your Marketing More Memorable

Date: Thursday 7th October  
Time: 4:00 pm - 5:00 pm  
Location: On Zoom  
Investment: FREE

### About this event:

Join us as we review 12 Critical Steps to make your Marketing more memorable in a very crowded marketplace. As most businesses have adapted to a more virtual environment, it is critical to prepare and understand this new marketing landscape and be prepared to deploy your resources effectively.

How have you ADAPTED your marketing strategy and messaging to align with the shifts in customer preferences and how they purchase from you? How has your website and overall marketing content pivoted to adapt to the current and upcoming changes in this extremely dynamic market?

How have you refreshed & revived your social media, use of videos and Facebook Live in both your marketing and sales initiatives?

Content is Key: Are you and your team creating unique content that is memorable?

How have you ADJUSTED your new client journey to ensure they will be customers for life?

[REGISTER YOUR PLACE HERE](#)



## PROPEL - Leaders' Growth Workshop

Date : Wednesday 20th October

Time : 5pm - 6pm

Location : Online

Investment : FREE

Are you a first-time MD, CEO or Founder? Do you sometimes feel daunted and isolated in the role and wish there was someone you could turn to for experience, ideas and inspiration? Are you looking to grow your business substantially and want to ensure you have the necessary skills and resources in order to be ready to manage the challenges which come with that growth?

Are you searching for answers to help overcome obstacles to developing your sales, your profits, your brand or your team? To gain clarity, time and solutions, elevate your leadership with PROPEL, a group online program delivered by experienced business leaders and coaches.

This free workshop webinar introduces PROPEL and discloses how its tools and frameworks help deliver tangible transformation for ambitious execs.

[REGISTER YOUR PLACE HERE](#)

## Mental Resilience - Look after yourself, look after your Business

Date: Thursday 4th November

Time: 4:00 pm - 5:00 pm

Location: On Zoom

Investment: FREE

About this event:

When the pressure is really on, how we react determines where we end up. Gain control over your mindset, so you can control your business and get the results YOU want. This webinar is focused on helping you to realign your mindset so that you feel confident, motivated and prepared to not only survive, but thrive. We will be discussing how to adopt a growth mindset so you can take action to move your business and your life forward.

[REGISTER YOUR PLACE HERE](#)

## Want to Move Your Business to the Next Level?

Date: Thursday 2nd December

Time: 4:00 pm - 5:00 pm

Location: On Zoom

Investment: FREE

About this event:

Is your business where you want it to be? Do you believe that there could be an easier way of achieving your goals?

During this webinar we will give you the chance to step out of your business and get focused. You will walk away with proven ideas on how to increase your business profits and make your team more effective, so you can work less and enjoy life more. You will leave this practical webinar with a clearer direction and new tools to achieve your goals faster.

[REGISTER YOUR PLACE HERE](#)



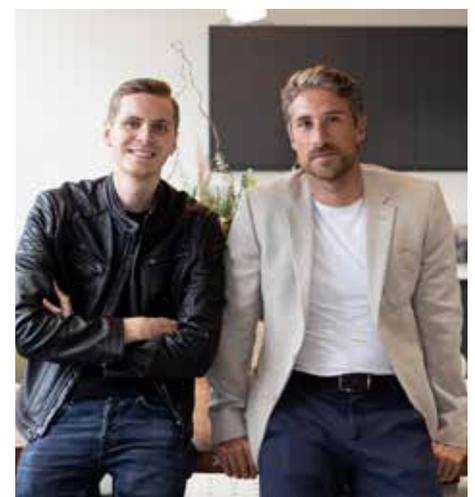


# STEVENAGE CELEBRATES THE LAUNCH OF CO-SPACE AT 25 TOWN SQUARE

Flexible office and co-working provider, Co-Space, unveiled the transformation of one of Stevenage's oldest and most central town buildings on Friday 3rd September as part of Stevenage's regeneration programme.

Co-founders, William Stokes and Alistair Thomas, were joined by key members of the community to open the space, with speeches made by Sharon Taylor OBE, Leader of the Stevenage Council and Mark Bretton, Chair, Hertfordshire Local Enterprise Partnership.

The space encompasses over 15,000 sq ft of design-led space, featuring private office space for 2 – 38 people, spacious meeting rooms, co-working, a 65-person event space and Stevenage's largest roof terrace among other notable features such as the untouched feature walls within the space that date back to the original brickwork in 1957.





Located in central Stevenage, 25 Town Square, Co-Space is surrounded by local amenities such as shops, restaurants, gyms and hotels. The space is only a 5 minutes' walk from Stevenage train station with easy transport links to central London in under 20 minutes.

William Stokes, co-founder at Co-Space commented: "We're excited to create

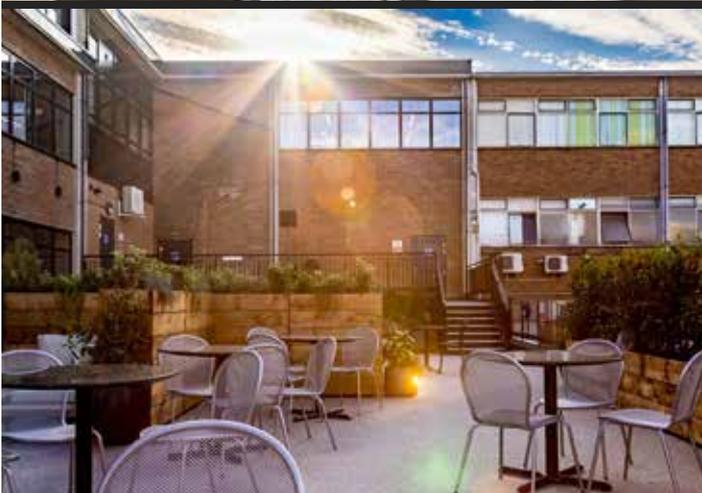
Stevenage's first design-led flexible workspace right in the heart of the town square and contribute towards the wider regeneration of the area.

We set out to help support the drive towards turning Stevenage into the go to place to not only start a business, but to grow it into an SME and beyond. We're grateful for all the support from the local

council, the LEP, and the local business groups in helping to bring this vision to life."

Those interested in finding out more about Co-Space can speak to a member of the team by calling 01438 547107, emailing [hello@co-space.co.uk](mailto:hello@co-space.co.uk) or visiting the website at [www.co-space.co.uk/stevenage/](http://www.co-space.co.uk/stevenage/)





# Ergonomic, design—led space in the heart of Stevenage

25 Town Square, Stevenage, SG1 1BP  
hello@co-space.co.uk | 0143 854 7107

[www.co-space.co.uk/stevenage](http://www.co-space.co.uk/stevenage)

- All-inclusive pricing
- Large roof terrace and balcony
- Meeting rooms for 2 - 65 people
- Private office space for 2 - 70 people
- Complimentary meeting room credits
- Co-working and individual desk space

Want to tour our Stevenage space virtually?  
Click the below link to take a look!



<https://bit.ly/CoSpaceStevenageVirtualTour>

# CORPORATION TAX REFORMS

**Richard Dilley, FCA FCCA**  
**Partner, George Hay**  
**Chartered Accountants**  
**Tel: 01462 708810**  
[www.georgehay.co.uk](http://www.georgehay.co.uk)



Corporation Tax changes are incoming, as the rate of tax payable is set to increase for companies with profits exceeding £50,000, from April 2023.

The change, which was announced at Spring Budget 2021, essentially means that the profits a company makes will determine the exact rate of Corporation Tax that applies to them.

Companies generating profits of £250,000 or more will see their Corporation Tax rate rise from 19 per cent, to 25 per cent, whilst those with profits falling below £50,000 will continue to pay 19 per cent under the 'Small Profits Rate' (SPR).

Those with profits between £50,000 and £250,000 will pay Corporation Tax at an effective rate of 26.5 per cent on their profits above the £50,000 up to the £250,000 level.

The way this is technically achieved is through a 'marginal relief' calculation which reduces the 25% rate down.

As an example, a company with taxable profits of £100,000 would end up paying Corporation Tax at 19 per cent on the first £50,000, with the remaining £50,000 being taxed at 26.5 per cent. The company would therefore have a resulting Corporation Tax liability of £22,750.

The calculation is slightly more complicated if the company receives dividend income and advice should be sought about the effects.

The reforms return us to where we were a few years ago and particularly given the introduction of marginal relief, call

for careful calculations informed by a clear understanding of your company's financials.

As the rate of tax payable is soon to be more closely linked with profit levels, it is probable that new opportunities for tax planning will arise.

There is no escaping the fact that the profits your business makes will have significant relevance when it comes to the total tax you pay.

The increase in corporation tax will affect all businesses making more than £50,000 profits going forward and this is why effectual tax planning needs to be undertaken, to minimise the impact on cashflow and other business decisions.

The use of limited companies for small businesses has grown significantly over the recent years and, although the small profits limit of £50,000 will help, the tax advantage is no longer as large as it was, and every case needs to be reviewed individually.

Where any form of tax planning is concerned, a proactive approach is often best and, should there be a chance to implement any tax-efficient strategies in relation to the Corporation Tax changes incoming, this should be done well in advance of the new rates taking effect.

Our team of tax specialists, chartered accountants and business advisers can ensure you are compliant with all your Corporation Tax obligations, support you with related tax planning and ensure you are in the best possible position to achieve your business objectives.

*This article is for general information only. No responsibility for loss occasioned to any person acting or refraining from actions as a result of its contents can be accepted. The relevant professional advice should be sought in relation to your own circumstances.*

# PICKING YOUR PEER NETWORK



In our previous issue, we introduced the concept and value of a Peer Network or CEO's Roundtable Group for learning from the experiences and similar challenges faced by other Leaders in non-competing businesses.

As a CEO or business owner, you might connect with peers in a variety of ways. For example :

Individually connecting in-person or online, with those whom you may have a shared interest, eg on LinkedIn or at professional events;  
Networking selectively and purposefully in order to further personal and professional objectives;

As a member of a cohesive team, mutually contributing to the task of accomplishing a common goal – for example, specific projects within a market or region;

Today, the growing trend amongst Leaders is to cooperate with a group of likeminded CEOs from a variety of sectors, in order to assist one another in making difficult business decisions, achieving ambitious organisational goals, and developing their leadership abilities.

Peer-networking can be extremely mutually-beneficial, and must justify the use of CEOs' valuable time – especially when making high-stakes decisions against pressing deadlines. Collaboration is likely to be most beneficial and expedite growth where confidential advice from a diverse group of CEOs is available to assist in resolving specific challenges. This type of engagement provides the outside perspectives, structure, and rigour that will aid in better decision-making and leadership development.

**There are typically five components present in a good Peer Network or CEO's Roundtable Group :**

1. Establishing membership criteria. You'll need a group of peers with relevant experience and unique perspectives to help you make informed decisions. Diverse perspectives from outside your organisation or industry can be especially beneficial. Joining a Peer Network necessitates personal reflection in order to determine whether you are well-suited for a group experience and whether you will add value to your group.
2. Establishing a safe, trusting environment. Deep conversations about significant intellectual and emotional issues necessitate an environment that values confidentiality and in which you never feel judged.

3. Involvement of a moderator or facilitator. Whether a group is led by a fellow member or a professional coach, balanced leadership is essential to maximising its potential. It is not only about developing relationships with individual Leaders; it is also about encouraging a high level of cohesion and a collaborative culture among all members. The more advanced your peer engagement becomes, the more a skilled facilitator will be required.

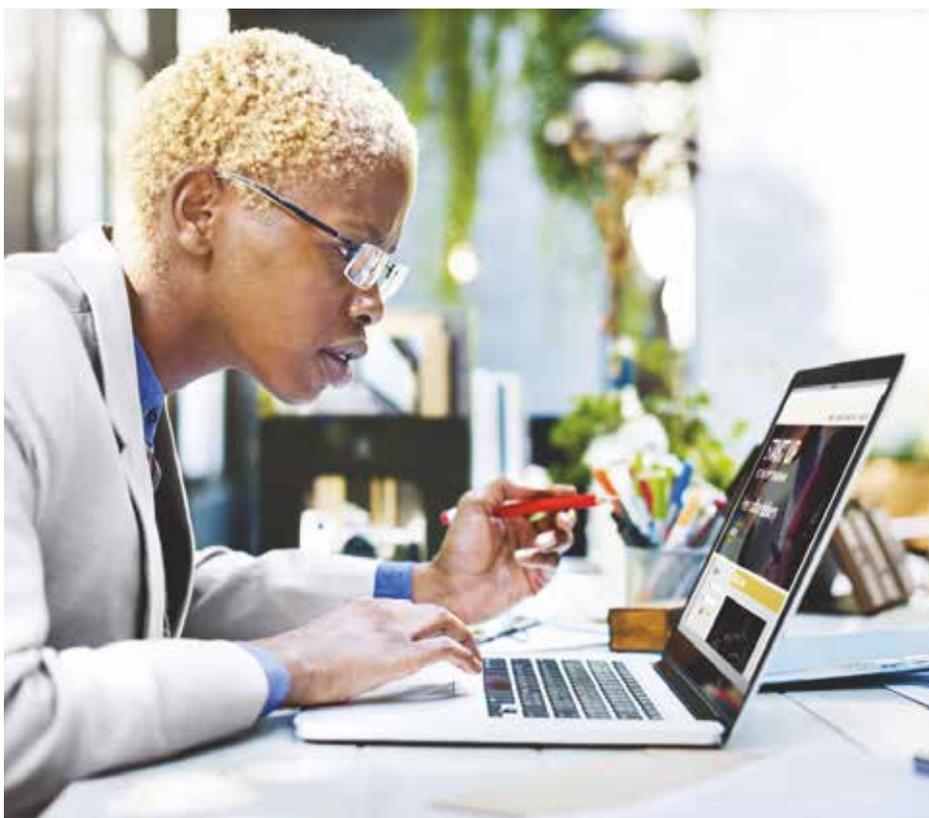
4. Promoting high-quality interaction. Group members must be confident that there are tried-and-true strategies and processes in-place for fostering collaboration. Structure can lead to more sophisticated interactions, which further improves the group's experience.

5. Shared accountability. When you're in a team of equals, nobody tells you what to do. Instead, you inform them of your plans. When you do this, you not only own the solution, but your peers will also expect you to follow through on your promises. The importance of group accountability cannot be overstated.

In Hertfordshire, biz4Biz now deliver a Peer Networks program – focusing on levers for growth – in association with the Hertfordshire Growth Hub and with spaces subsidised by BEIS. If you would like to experience the power of a Peer Advisory Group and share learnings with other Hertfordshire CEOs, this is your opportunity to join a program of 6x 3-hour weekly sessions (3 'in person' and 3 'virtual') with 3x 90-minute individual coaching sessions included, for free. To join, visit [www.biz4biz.org/peer-networks-hertfordshire/](http://www.biz4biz.org/peer-networks-hertfordshire/) and register today.

For free advice on joining a Peer Network or CEO Roundtable Group in your region, you can

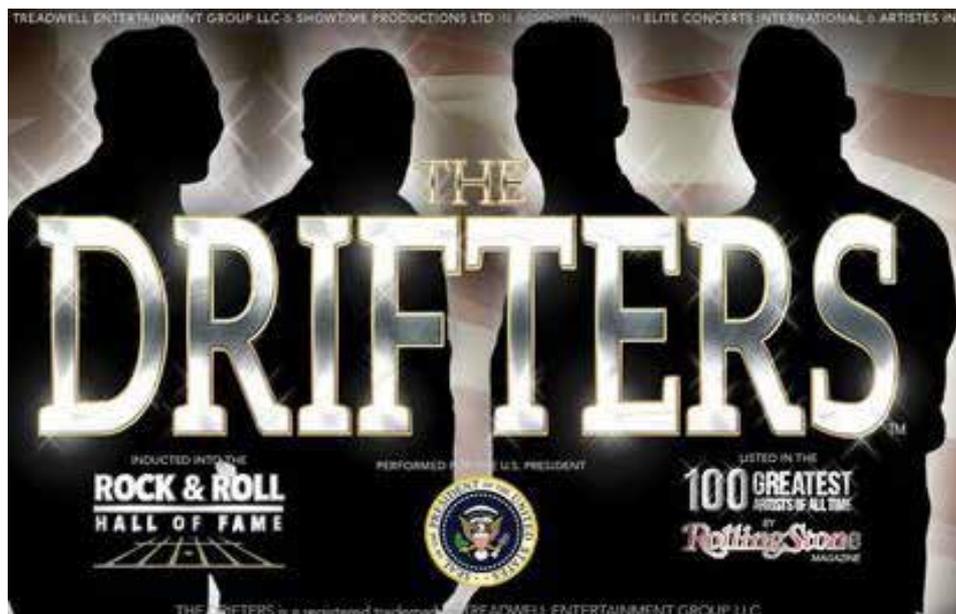
email [coaching@biz4biz.org.uk](mailto:coaching@biz4biz.org.uk),  
or call 0330 9002 777 option 7.



# EVENTS IN HERTS

Fri, 1 Oct, 19:30–  
22:30  
The Drifters

*The Spotlight, High St, Hoddesdon*  
The Drifters will be back on tour in the UK in 2021 with a brand-new show performing all their classic hits from the last six decades, following the phenomenal success of their 65th anniversary.



Sat, 9 Oct, 00:00–  
22:30  
Jenny Eclair

*The Radlett Centre, Aldenham Ave, Radlett*  
1995 Perrier Award winner. Jenny's brash and bawdy stand-up routines have earned her the reputation of being one of Britain's leading female comics. Having hit 60 she's still more than a match for any half her age.



Tue, 19 Oct, 20:00 –  
Wed, 20 Oct, 00:00  
Omid Djalili: the  
Good Times Tour

*Aylesbury Waterside Theatre, Exchange St, Aylesbury*  
After experimenting with a Zoom gig where he got muted by 639 people and a Drive-in gig where Omid witnessed an audience member get out of his car, attach a hose pipe to his exhaust, it's time to see the main man live again.



Thu, 18 Nov, 23:59  
Blancmange

*Harpندن Public Halls, Southdown Rd, Harpenden*  
British electronic band Blancmange first broke through in the early 80s with their mix of synthesizers and surrealism and here they bring back some of the classics.



# EVENTS FURTHER AFIELD

The Royal Shakespeare Company (RSC) has announced that *The Comedy of Errors* will transfer to the Barbican for a strictly limited London run following a season in Stratford-upon-Avon and a short National Tour. The production, directed by Phillip Breen (*The Provoked Wife*, *The Hypocrite*) will run at the Barbican from Tuesday 16 November until Friday 31 December, with an Opening Night on Tuesday 23 November.

The production was due to be part of the RSC's summer season in 2020 but was postponed owing to the COVID-19 pandemic.

The 17-strong cast includes members of the original acting company, with a number of roles recast. *The Comedy of Errors* at the Barbican is sponsored by ICBC (London).

A father ends up in the wrong country on the wrong day as a government makes hasty proclamations about travel. A lonely son, while searching for his brother, loses himself. Across town a wife starts to realise her husband is not the man she thought he was (but rather likes it). Will anything ever be the same again?

Director Phillip Breen said: "I am beyond excited to be making my debut at the Barbican this autumn with this production of *The Comedy of Errors*. It's an extraordinary play, not least because of how it resonates with the times we now find ourselves in – a play of family reunions, people finding each other once again, people holding each other at sunset – it seems entirely apt for this moment, and for the RSC to be reunited with the Barbican once again this autumn."





**Adrian Hawkins OBE**

*Chair biz4Biz and Stevenage Development Board, Managing Director Welding World Ltd*

**A**drian Hawkins OBE is the former Deputy Chair of the Hertfordshire LEP, the current Chair of the LEP's Skills and Employment Board and the Founder of Weldability SIF, an innovative advanced manufacturing firm based in Letchworth Garden City.

We are delighted to introduce you to our new Associates here at biz4Biz each of whom will shortly be introducing you to our new ConneXions venues in Biggleswade, Milton Keynes, Hatfield and Luton as we expand our presence in Beds, Bucks and Cambs. Please feel free to connect with each of them for further details at the email address provided. Alternatively contact me if you are interested in hosting a ConneXions in other areas [adrian@biz4Biz.org](mailto:adrian@biz4Biz.org)

[coaching@biz4biz.org](mailto:coaching@biz4biz.org)

[serena.bower@biz4Biz.org](mailto:serena.bower@biz4Biz.org) - Luton ConneXions

[ian.taylor@biz4Biz.org](mailto:ian.taylor@biz4Biz.org) - Milton Keynes ConneXions

[steve.saunders@biz4Biz.org](mailto:steve.saunders@biz4Biz.org) - Biggleswade ConneXions

[katherine.bean@biz4Biz.org](mailto:katherine.bean@biz4Biz.org) - Hatfield ConneXions



**Gareth Hawkins**

*Coaching ConneXions*

**G**areth is a time-served Managing Director and an MBA Graduate who has acquired, built and sold businesses over a 20-year career in industry.

Having trained to ILM7 level in Coaching, he now works as an Executive Coach, as well as holding a number of roles – as Non-Executive Director, Advisor and Consultant – at several scaleup companies.

As a serving charity Trustee and foundation Vice-Chair, he also has experience of third-sector stewardship, and as a Fellow of the Royal Society of Arts he is committed to inspiring better ways of thinking, acting and delivering change through practical solutions, in order to create a better future.

[coaching@biz4biz.org](mailto:coaching@biz4biz.org)



**Serena Bower**

**S**erena Bower is a qualified HR professional and a member of the CIPD for over 20 years. She owns Bower HR Consultancy Limited, which provides people and engagement strategies for sustainable growth for start-up and SMEs. Her passion is unlocking the barriers to successful growth for SMEs.

With a background in HR and Learning Development environments gained from IT, Banking and Transport sectors in London which spanned 23 years, and of more recent years with a host of small businesses across a number of different industries. She has implemented successful learning development programmes; guided business owners through complex HR situations and contributed to the improved processes and shaping of business strategy of many new start-ups.

Fuelled by her passion and enthusiasm for understanding the needs of people and ensuring this contributes to the success of business, Serena firmly believes that people are a business's greatest asset - a tenet she lives out through her advice, guidance and practical support to business.

[serena.bower@biz4Biz.org](mailto:serena.bower@biz4Biz.org) - Luton ConneXions



Ian Taylor

**I**an Taylor is a highly experienced Business Advisor and Financial Services Professional, with more than thirty years' expertise in Senior Executive roles with Barclays and BNP: building successful and award winning teams, developing robust, long term client relationships, and leading a series of complex market related projects: making commercial ambitions a practical reality for more than four decades. He is also passionate about ESG, and committed to ensuring Cultural Diversity and Inclusion within the workplace.

He has been appointed to a number of Board Level and Public positions: Regional Director of Barclays (Hertfordshire and NW London) since 2010; Regional Director with BNP Paribas Fortis from 2003 to 2010 and, from 1994 to 2003, Relationship Director at Barclays. Ian is a Board Member of St Albans City of Expertise CIC; Member of the University of Hertfordshire Business School Advisory Group (since 2018).

Amongst extensive professional training, highlights include successfully completing the Larger Business Programme at Henley Management College, and Ian was chosen from many candidates to attend the Insead CEDEP General Management Programme. He is an Associate of the Chartered Institute of Bankers.

[ian.taylor@biz4Biz.org](mailto:ian.taylor@biz4Biz.org) - Milton Keynes ConneXions



Steve Saunders

**W**hen you work with Steve, he will help & guide you to:

1/ Grow your Profits – we know we can help you improve the profitability, cash flow & revenue of your business, using tried & tested strategies

2/ Take control of Your Time – we help business owners spend more doing the things they really enjoy; with the people they care about most.

3/ Build stronger Teams – we help to ensure that the right Team members are in the right positions, in the right structure & heading in the right direction! As your coach, we will guide you to bridge the gap between where you are right now, and where you want to be, both in your personal life and your business.

You will develop long-term and short-term goals and strategies, as well as improve your business in areas that you might have overlooked. You may be able to survive in business without the help of a Coach, but we guarantee that with our guidance, you can achieve your personal and business goals faster!

[steve.saunders@biz4Biz.org](mailto:steve.saunders@biz4Biz.org) - Biggleswade ConneXions



Dr Katherine Bean  
PhD

**D**r Katherine Bean PhD is the author of Master the Sales Process, an entrepreneur and is active in the Herts business community. Grow your sales with Katherine and benefit from her years of experience.

[katherine.bean@biz4Biz.org](mailto:katherine.bean@biz4Biz.org) - Hatfield ConneXions

# ROTHAMSTED MANOR THROWS DOORS OPEN FOR ANNUAL HERITAGE OPEN DAYS FESTIVAL

Rothamsted Manor is once again taking part in the annual Heritage Open Days – England’s largest festival of history and culture. Every September thousands of venues across England organise events to celebrate our fantastic history and culture. It’s everyone’s chance to see hidden places all of which are FREE to explore.

Rothamsted Manor is a stunningly beautiful Grade I listed manor house, set in acres of Hertfordshire woodland with beautiful surrounding gardens. Known as Hertfordshire’s hidden gem, the Manor sits in the historically significant Rothamsted Estate, home to some of the world’s oldest and most important agricultural research work.

This year the theme of the festival is ‘Edible England’ and the folks at Rothamsted know a thing or two about food production. Guests can look forward to a number of fun food activities, including a ‘Crimes against Crops’ trail where guests are invited to solve a crime wave that is sweeping our farmers’ fields; learn how to make a mould biodome with bread; and taste ‘Claret Cup’ the drink of choice for visitors to the Manor in the 1800’s.

One of the highlights of the house is the extensive murals from the 1500’s which are usually hidden under wooden panelling to prevent damage, but will this year be uncovered for all to see. Guests can also look forward to self-guided house and garden tours, and cream teas in the historic library (booking required).



There are further activities in the grounds too, including scavenger hunts, face painting, lawn games, rock painting, and the very popular ‘Make your own Bee Hotel’.

This year, there are 5 open days held between 11th-19th September, one of which is a ‘quieter day’ for those that prefer to avoid the crowds and children’s activities.

Nicole Sadd, CEO of Rothamsted Enterprises said: “We are absolutely delighted to once again be part of Heritage Open Days. The Manor has a rich and enormously significant history, and one which links directly to the agricultural research that takes place on our estate today. We are always delighted to share it with our community. This year’s event is particularly enjoyable for us because it is all about food and so is an ideal opportunity for us to share the



science and research of Rothamsted.”

*Open dates:*

*Saturday, September 11th, 10am – 5pm*

*Sunday, September 12th, 10am – 5pm*

*Tuesday, September 14th, 10am – 5pm*

(quiet day, no children’s activities, just house tours and cream teas)

*Saturday, September 18th, 10am – 5pm*

*Sunday, September 19th, 10am – 5pm*

*Booking link:*

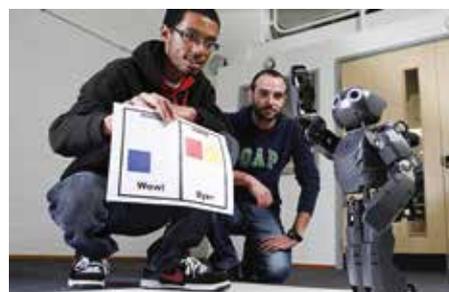
[www.rothamstedenterprises.com](http://www.rothamstedenterprises.com)

# BUILDING THE FUTURE

The University of Hertfordshire will shortly be starting construction on a new £85m building that's been designed to transform the way we educate, to push the boundaries of learning and collaborate with industry in emerging areas of engineering, science and computing, for the next 50 years. It is also going to play a pivotal role in delivering their contribution to the Government's Industrial Strategy.

As one of 38 Government-selected Local Enterprise Partnerships (LEPs), the Hertfordshire LEP has a vision to: 'accelerate business-led economic growth in Hertfordshire' and for Hertfordshire to become a world-leading economy; one of the top three in the country outside London. It's a growth goal that will, by 2030, position Hertfordshire as the functional core of the Golden Triangle, the single most concentrated area in Europe for scientific research and development.

The new state-of-the-art building, at the heart of their College Lane campus, will be divided into four 'houses': Engineering, Computer Science, Physics,



Astronomy & Mathematics, and Research & Workspace and is scheduled to open in September 2023.

Its design pays homage to our 1952 Main Building, using the same colour brick for the staircases, whilst the windows will reflect the rhythm of the Main Building. They have designed a space that will inspire a new generation of engineers, computer scientists, mathematicians, and physicists, boosting employment whilst serving as a hub for local and regional businesses that want to embrace a high-technology, advanced skills future.

Designed around authentic project-based learning, the CDIO (Conceive, Design, Implement, Operate) approach has guided the architecture of the building's teaching spaces. It's a building that meets the challenges of Skills & Employment, Enterprise & Innovation and Business Support as set out in the Government's Strategic Economic Plan.

Our new building will enhance the University's contribution in addressing skills shortages, directly aligned to priority sectors in Hertfordshire, by offering progression pathways across different levels of STEM provision. The space will allow the University to provide a new approach to learning in a technology-integrated world and will become a hub for local and regional innovation, learning, research and enterprise and will provide a long-term boost not just to the educational goals of the University of Hertfordshire, but to the resources and facilities available to local businesses and the community, boosting jobs and the economy.

The University is approaching trusts, foundations and organisations to seek their support of, and involvement in, this project. Businesses will have the opportunity to secure shared use of facilities, align the building's capabilities with specific local needs and have access to training, testing and computing resources in order to build long-standing partnerships which bring mutual benefit. To find out more about partnering opportunities or to enquire about the building in general, please email [STEMfuture@herts.ac.uk](mailto:STEMfuture@herts.ac.uk)



# WILL WE FACE REDUNDANCIES OR RESIGNATIONS WITH THE REMOVAL OF FURLOUGH?

It's a strange world in which we now live, pandemics aside despite their horrid impact, we appear to have found a new confidence in the art of central government control and responsibility. For most of my business life, the British Parliament has tried to decentralise decisions moving their impact and consequences further away from centre to the regions, but more recently have appeared to relish in the delight of direct delivery. Recent funding arrangements post Covid have required the direct submission by Local Authorities endorsed by MPs, rather than the considered opinion of the region delivered by 38 LEP's. The recent Levelling Up Fund bidding in particular will see some 343 unvetted bids direct from Local Authorities versus 38 fully vetted bids from independent LEP's being submitted to Government, which sadly will slowly grind to a halt under such a deluge of paperwork.

There suddenly appears to be a new found wealth that is driving this desire for closer proximity to the electorate. Whilst billions of pounds have been set aside to support the Covid pandemic and facilitate growth post pandemic, we appear to have found a new confidence in our ability to fund activities despite the level of debt shouldered by most G7 countries. Has our Government gone "Crypto" is the Bitcoin a reality to follow the unfettered Bitcoin? Whilst I applaud the support for many businesses provided by Government during Covid, is there a plan at any time afterwards to balance the books? Will we be faced with redundancies or resignations following the removal of furlough? We are riding high on state aid for our homesteads, but once the guaranteed income is removed will businesses reach that make or break tipping point and reduce their staff levels or will they equally be faced with a deluge of resignations in a restricted labour market? It is my belief that we are facing a false dawn.



Remove the enforced Covid arrangements and the new normal will be business as usual. The Hospitality sector in particular has been the first casualty resulting from the labour shortage created by Covid where many overseas workers have returned to the safety of their families in their native countries to see out the pandemic. Returning to the UK has been made much more difficult following immigration rules introduced in the meantime created by Brexit.

This has skewed our thinking around unemployment in particular and will stimulate wage increases at this end of the employment market.

Rising house prices resulting from a greater appreciation of the countryside and the need for social distancing, home working offices and a garden, will place greater pressures on many other employers to increase wages. The more than a million empty homes in England and the more than one million homes with planning permission yet to be developed, might become the new wasteland of oversupply, once the impact of higher wages finds its way to consumer pricing, driving up inflation.

Those with the requisite skills will benefit from this "brave new world" ahead and really should take the opportunity to take the offer from the highest bidder to support their families new way of life. Indeed many may love the option of continued home working and others may desire a return to the old ways which may also be the arbiter of change for the future. The people will decide what is right for them and the companies likewise. Decisions around redundancies have been clearly delayed by the furlough scheme, but soon these decisions must be made as we near the opportunity for the resumption of normal service by business and the various safety nets are removed. And at the point where obfuscation becomes the order of the day, is this the moment when devolution makes more sense again? Will we see a return of decision making back to the regions once the money supply tightens and pleading poverty becomes the new order of the day? The Government will likely have little choice. We are very likely to see rising inflation, higher levels of unemployment a spate of Company closures and a continuance of some Covid measures as public sympathy for Government turns to enmity. We will require structured tendering from Regions once more as the political blame game starts again and Government hastens its departure from their previous decisions.

Business as usual following the release of pent up demand will return with vengeance and it will fall to businesses across the land to foot the eventual bill for the necessary profligacy that the pandemic has incurred. It's time to create the action plan wherever you sit in all of this and make the right play in what will be a new way of operating for us all.

**Adrian Hawkins OBE**

# FUNDING BOOST

## TO HELP TACKLE DOMESTIC ABUSE IN HERTS

# “ THERE IS NEVER ANY EXCUSE FOR ABUSE ”

**D**omestic abuse across the county will be tackled with a new comprehensive programme after the Police and Crime Commissioner for Hertfordshire secured almost £850,000 in funding.

The award will enable a series of interventions to be put in place including identification of more perpetrators and ensuring victims are supported and safeguarded.

Due to start in September, the Office of the Police and Crime Commissioner will work with Hertfordshire County Council and partner charities and organisations on several projects.

Following a successful bid by the Commissioner the Home Office have given £599,185, with another £150,00 coming from the OPCC and an additional £100,000 from HCC.

Police and Crime Commissioner for Hertfordshire David Lloyd said: “In our county domestic abuse was the only crime type to see a rise during the COVID-19 pandemic.

“My office will work with colleagues across the County Council, Hertfordshire Constabulary and the third sector to create a pathway for victims and perpetrators of domestic abuse. This will see a range of activities delivered by a number of providers, which will be available to all Hertfordshire residents.”

“The services will be easy to access and non-judgemental and aim to provide a gateway to behavioural change.



*Police and Crime Commissioner David Lloyd*



*Detective Chief Superintendent Kay Lancaster*

Detective Chief Superintendent Kay Lancaster, chair of Hertfordshire’s Domestic Abuse Partnership Board, said:

“We welcome this funding for projects working with people experiencing domestic abuse in Hertfordshire. We expect it to make a hugely positive difference to many people’s lives.

“While we will continue to hold people to account for their actions – there is never any excuse for abuse – these projects will focus on changing people’s behaviour. By doing this we can intervene at an earlier stage in order to reduce offending and ultimately prevent the terrible and often long-term damage caused by domestic abuse.”

The funding will support groups during the year-long scheme including Change Plus, which will work with 210 perpetrators and 210 victims to reduce offending with early intervention programmes.

The charity For Baby’s Sake Trust will work with whole families starting in pregnancy to break the cycle of domestic abuse between parents and to give their child the best start in life.

A new data analyst will also be employed to help identify the most harmful domestic abusers and serial perpetrators who may not have previously been highlighted.

Other support services would be provided by the [Change Project](#) and [Stevenage Borough Council](#).

# SUNSHINE APPEAL

## CHRIS GOWARD'S STORY



In the last issue of Insight, we told you about the East and North Hertfordshire Hospitals Charity's exciting new Sunshine Appeal. They want to raise £380,000 to transform two outside areas at Lister Hospital in Stevenage to benefit patients, visitors and staff.

One of the areas to be developed is an outside terrace so patients on the critical care unit can be pushed outside in their beds to see the sky and enjoy the fresh air and sunshine. Having the opportunity to be outside in the fresh air instead of spending all day in a bed surrounded by beeping machines and the bright, artificial lights of the ward will be of huge benefit to patients, both mentally and physically.

Chris Goward knows only too well how it felt to be cooped up in hospital. Chris contracted COVID-19 in March 2020 and spent 17 days in critical care before being moved to a general ward.

Chris lives in Hatfield with his wife, Mary. They both enjoy being outside in their garden and taking long walks through the countryside. They understand the benefits of being outside on their physical health and mental wellbeing.

When Chris contracted COVID-19, they both feared the worst. But after being treated in Lister Hospital, Chris made a fantastic recovery. Chris and Mary are now supporting the Sunshine Appeal, not only to thank the hospital



for their amazing care but also so that other patients in the critical care unit can benefit from being outside in the fresh air and sunshine.

Chris said: "When I came round after 17 days unconscious I found myself in a bed with bars. It felt like a cage. Over the next week or so the nurses, physios and doctors did their very best to find time to let me out to sit in the chair by the bed, and even to walk a few steps on the ward, but they couldn't let me out to smell the fresh air.

"We are supporting the Sunshine Appeal so that patients on the critical care unit will be able to go outside and enjoy the fresh air. There is nothing quite as motivating for a patient as a taste of the freedom outside."

To donate and help bring sunshine into the lives of patients, staff and visitors at Lister Hospital, [visit: enhcharity.org.uk/sunshine](https://www.enhcharity.org.uk/sunshine).



# HERTS BUSINESSES RECEIVE OVER 1,000 HOURS OF FREE SUPPORT DURING PANDEMIC

**H**ertfordshire businesses that have struggled to cope during the pandemic have been given over 1,000 hours of free and confidential 1-2-1 business support through the Volunteer Business Support Scheme (VBSS), which has now been extended until the end of the year.

The scheme was launched in July last year to provide urgent help as the economy slowed and demand reduced. It matches entrepreneurs with one 38 expert volunteer business mentors, providing them with a critical friend who has experience of the same sector or challenge they are facing.

The scheme has supported over 270 local businesses to date and was set up by Hertfordshire Growth Hub, in partnership with the University of Hertfordshire, as part of the £3.28m business support package launched by Hertfordshire Local Enterprise Partnership (LEP) in response to Covid-19.

Due to the success and regional impact of the scheme it has been extended until the end of November, and will continue to support local businesses following the easing of lockdown restrictions and after the national furlough scheme ends in September.

Jane Shipley's business, [ELSA Next Generation](#), delivers bespoke education programmes across the UK. The business found itself in crisis when the pandemic struck in March 2020. Without access to schools, it had lost all future business opportunities. Jane signed up to VBSS and was paired with mentor Roma Bhowmick, a strategist, leadership and change consultant and visiting lecturer at Hertfordshire Business School.



Roma and Jane held regular 1-2-1 video calls, where they discussed ways to improve the business model and help the company get back on its feet. Through her contacts, Roma was able to find new business opportunities for Jane and she also signposted her to additional support at the University and through the Growth Hub. ELSA Next Generation has not only managed to navigate the challenges presented by the pandemic but is now in a much stronger position than it was a year ago. The business has been able to diversify its services, reach out to new customers and increase its turnover with Roma's help.

Jane said: *"Roma brings a completely different perspective to my ideas, and she has been a fantastic addition to my working week. Not only is she a wonderful mentor, but she has become a great friend. I have already recommended the scheme to 10 other businesses that need this vital support."*

The Volunteer Business Support Scheme was devised by Hertfordshire Growth Hub, in partnership with the [University of Hertfordshire](#) and is powered by the [Hertfordshire Local Enterprise Partnership](#).

Sian Ryan, Head of Service at Hertfordshire Growth Hub, said: *"As the central point of access to business support in the county, we're delighted to be able to offer this vital support. It's fantastic that we've been able to extend the scheme, meaning hundreds more businesses can benefit from our network of experienced volunteers."*

Nitin Dahad, Chair of Hertfordshire LEP's Enterprise & Innovation Board, said: *"The Volunteer Business Support Scheme has provided a great many Hertfordshire SMEs with an invaluable pillar of support during a critical time. With each new stage of the pandemic presenting its own complex set of challenges, it is vital that we continue to provide the guidance businesses need to be able to pivot, thrive and contribute to the local economy. To that end, we are pleased to be able to extend the scheme to November to enable more businesses to reap the benefits."*

If you think your business could also benefit from the scheme and access to a range of experienced mentors, [login](#) or [register](#) (it's free!) and you will be taken to the [Volunteer Business Support Scheme](#) funded listing where you can express your interest.

# GSK PLAN



## GSK UNVEILS PLAN FOR ONE OF EUROPE'S LARGEST LIFE SCIENCE CAMPUSES IN STEVENAGE

**G**SK has unveiled plans which will see one of the largest life sciences campuses in Europe developed in Hertfordshire.

The announcement confirmed it has formally started the process of seeking a development partner to transform land within the company's existing 92-acre Research & Development site in Stevenage. This will create a giant cluster for biotechnology and other early-stage life science companies.

The vision for the new campus has been developed in partnership with Stevenage Bioscience Catalyst (SBC), the UK Government, Stevenage Borough Council and the Local Enterprise Partnership (LEP), and would build on the existing presence of GSK, the Cell and Gene Therapy Catapult and the SBC on the site.

As part of proposals, GSK is looking to sell the 33 acres of land, with an aim to subsequently unlock up to £400 million in new investment from a private sector developer to build the new campus and potentially create up to 5,000 highly-skilled jobs, over the next five to ten years. The company expects to select a development partner later this year, with a view for work to begin on master

planning for the new campus in 2022. Tony Wood, Senior Vice President, Medicinal Science & Technology, GSK said: "The past 18 months has shown the UK life sciences sector at its best and the UK has recently unveiled an ambitious 10-year vision for the UK life sciences sector. Our goal is for Stevenage to emerge as a top destination for medical and scientific research by the end of the decade. We are excited to find a development partner to realise our vision to foster the next generation of world-class scientists and biotechnology firms in Britain."

If successful, the new campus could attract several world-class research organisations to Stevenage, creating exciting opportunities for collaboration in a state of the art, life science ecosystem. The highly-successful Cell and Gene Therapy Catapult and Stevenage Bioscience Catalyst are both already on the site and have attracted a number of successful start-ups which collectively have raised around £1.6 billion of funding. These organisations were set up with a mixture of public and private sector support - including from GSK - and are both involved in the plans which should enable their expansion.

Dr Sally Ann Forsyth OBE, Chief Executive Officer, Stevenage Bioscience Catalyst said: "Stevenage is already a leading location for life science companies to develop and commercialise cutting edge therapeutics. Stevenage Bioscience Catalyst is home to over 40 companies, and today's proposal presents exciting opportunities to build on this by supporting their growth, attracting new organisations to the ecosystem and facilitating further collaboration with world-class organisations. We look forward to working with GSK and other partners to further develop the thriving life sciences campus in Stevenage."

The new campus - which would sit next to GSK's existing site at Stevenage - could ultimately deliver 100,000 square metres of new floorspace for commercial life sciences research and development. As one of its two global R&D hubs, Stevenage is a key location for GSK, employing world-class scientists and driving cutting-edge innovation. It is already the UK's largest cell and gene therapy cluster, the third largest globally and includes GSK R&D activities in the field.

## The plan is expected to build on these strengths.

Initial estimates suggest the plan could ultimately deliver:

- up to £400 million of investment in Stevenage from a private sector developer to build out the campus, over 5 to 10 years; and
- depending on finalisation of proposals and planning consent, space for up to 5,000 full time, high-skilled jobs.

Mark Bretton, Chair, Hertfordshire LEP and Chair, LEP Network, said: “Our investment in the Cell and Gene Therapy Catapult and Stevenage Bioscience Catalyst has consolidated Stevenage’s position as a globally recognised hub

for cell and gene therapy, attracting international companies with the potential to create thousands of high-level jobs.

Hertfordshire LEP played a pivotal role in securing Stevenage’s Life Sciences Opportunity Zone and High Potential Opportunities recognition. This exciting new development will be a key component of our Cell & Gene Cluster Plan, ensuring continued growth and investment for the area.”

Adrian Hawkins OBE, the independent Chair of the Stevenage Development Board said: “Our highly successful Towns Fund bid fully recognises the importance of the STEM sector organisations based in Stevenage and how they can provide an excellent opportunity, to level up and secure long term social mobility for local people within Stevenage and the broader North Herts area.

The Hertfordshire LEP and County Council, have regularly worked with both central Government and the Stevenage Borough Council to facilitate the delivery of both the Catalyst and the Catapult within the GSK Stevenage site and this announcement of an additional space allocation, will bring many more successful start-ups to Stevenage and enable the scale-up of companies already based in the Town.

This development cannot fail to further enhance Skill levels locally and provide the opportunity for all our residents to achieve beneficial employment, at the same time as an exciting career in the Life Science and Advanced Engineering sectors.”

GSK’s existing R&D operations at Stevenage are un-affected by the development plans, which will also require the expansion of the public road gyratory to improve access to the site.



# CAMERA, ACTION!

## MOVIES AND JOBS HEADING TO HERTS IN MAJOR FILM STUDIO DEAL



World class movies and up to 4,500 new jobs are coming to Herts after it was announced Sunset Studios plans to create a major new centre for film, TV and digital production in Broxbourne, Hertfordshire.

Funds managed by Blackstone Real Estate Partners and Hudson Pacific Properties acquired a 91-acre site, 17 miles north of central London, through a joint venture for £120 million. The acquisition, with an expected total investment of over £700 million, will be the partners' first expansion of their Sunset Studios platform outside of the US.

The proposed development, which is subject to planning permission, would transform the site into one of the largest world-class film and television studio campuses. The project is expected to create over 4,500 permanent jobs for Broxbourne and the surrounding community and contribute more than £300 million annually into the local economy.

This transaction is a continuation of Blackstone's existing joint venture with Hudson Pacific, a leading Los Angeles-based office and studio owner and operator. Together, Blackstone and Hudson Pacific own a media portfolio that totals 3.5 million square feet, including 35 active sound stages and on-site creative offices,

as well as development rights. Sunset Studios has hosted some of the biggest small and big screen hits including When Harry Met Sally and La La Land as well as numerous Academy Award winning films.

James Seppala, Head of Blackstone Real Estate Europe, said: "We are excited to expand our partnership with Hudson Pacific into the UK, and intend to deliver a world-class studio facility that will help ensure that the UK continues to be a premier destination for content production globally. This is a continuation of our thematic investment focus and long-term conviction in media, entertainment and content creation."

Victor Coleman, Chairman and CEO of Hudson Pacific, said: "We are thrilled to expand our Sunset Studios platform in the UK, a global hub for film and television production. With our expertise developing and operating state-of-the-art media campuses and Blackstone's resources and existing market presence, we are confident this facility will be in high demand from leading content creators. We look forward to working with Broxbourne Council to ensure the project has a meaningful positive impact on the local community."

Prime Minister Boris Johnson said: "This investment is excellent news for the UK's film and TV industry, pumping hundreds of millions of pounds into the

local economy and creating thousands of jobs for the people of Hertfordshire. The creative industries are at the heart of our plans to build back better. This will be a hub for both UK and international productions, showcasing home-grown talent on the global stage."

Cllr. Lewis Cocking, Leader of Broxbourne Borough Council, said: "This represents a fantastic opportunity for the people of our borough. Creative Industries are of strategic importance to us and the creation of over 4,500 permanent new jobs and the associated boost to the local economy is just what we need following the pandemic. We look forward to working with Blackstone and Hudson Pacific to help deliver significant positive change in Broxbourne." Artist impressions of the proposed development can be downloaded [here](#) and [here](#).

*Notable productions that have been filmed at Sunset Studios include:*

- *Project Runway*
- *Scandal*
- *X-Men (2000)*
- *When Harry Met Sally*
- *Karate Kid*
- *I Love you, Man*
- *Zoolander*
- *La La Land*
- *Guess Who's Coming to Dinner*
- *True Blood*
- *Fresh Prince of Bel Air*
- *Golden Girls*
- *Hannah Montana*
- *The Bridge on the River Kwai* (Academy Awards Best Picture winner)
- *Lost Horizon*
- *Six Feet Under*

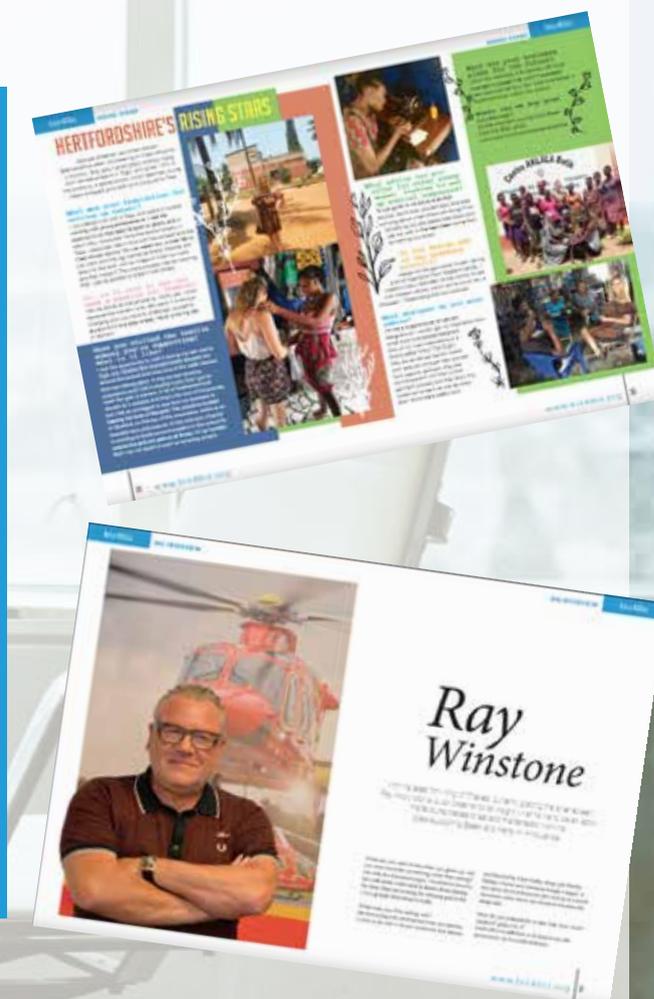
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# SKILLS KEY TO UNLOCKING HERTFORDSHIRE'S RECOVERY FROM COVID-19

**H**ertfordshire is placing skills at the heart of its bounce back from COVID-19 by levelling up the workforce's expertise to match business needs.

Hertfordshire County Council, Hertfordshire Local Enterprise Partnership (LEP) and the Department for Work and Pensions (DWP), in consultation with partners from across the county, have published the third Hertfordshire Skills and Employment Strategy.

The strategy provides a roadmap out of the pandemic up to 2024 by accelerating and strengthening skills provision to meet employers' needs and helping businesses thrive, whilst supporting residents to reach their potential.

It will offer residents re-skilling and up-skilling opportunities to meet the requirements of jobs being offered by businesses, particularly those in high growth sectors. Young people will be given a leg up through apprenticeships and technical pathways.

The strategy is underpinned by three cross-cutting priorities; digital skills, low carbon/clean growth and inclusive growth, and has five central themes:

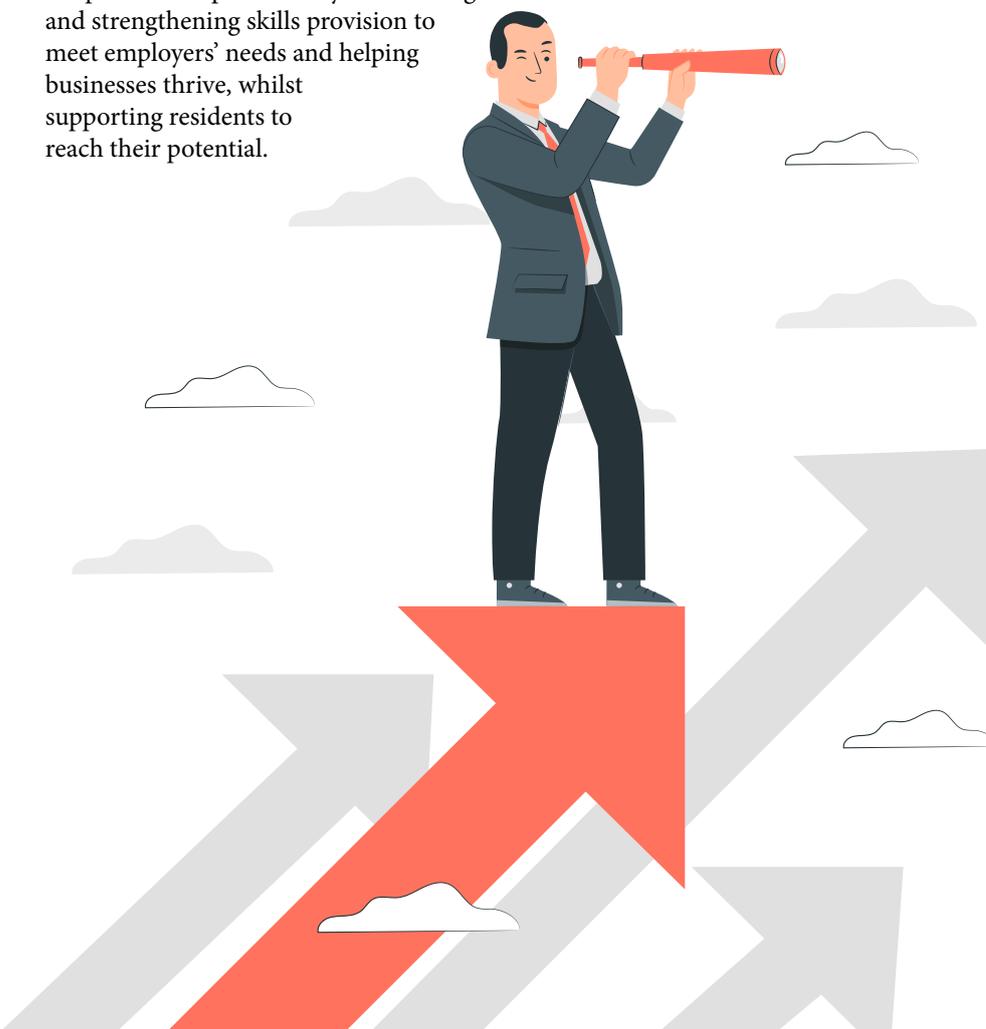
## CORE THEMES

1. Unlocking emerging talent, support for young people aged 16 – 24 years: The 18 – 24 age group has been adversely affected by the pandemic. Action to support this age group into employment includes increasing uptake of apprenticeships and technical pathways while enhancing vulnerable young people's skillsets and reducing the already lower than national average number of under 25s Not in Education, Employment, or Training (NEET).

2. Adult learning and employment: This includes retraining and upskilling adults for intermediate, advanced and higher-level technical jobs in industries that are hiring. Digital and sustainability skills along with support for minority groups will be key pillars to this ambition.

3. Skills to grow small and medium-sized businesses: The challenges of COVID-19 alongside EU transition has meant that employers have had to make difficult decisions about redundancies, while having limited ability to invest in staff training or recruit young talent due to workplace restrictions.

These challenges are more acute with 91% of Hertfordshire's SMEs being micro businesses, employing less than 10 staff. The central tenet of this ambition is to ensure that skills training is more closely aligned to the needs of businesses, by putting employers at the core of the planning and delivery of post-16 provision.



4. Strengthen priority and growth sectors: These include life sciences, advanced engineering and manufacturing, film and TV, smart construction, agri-tech and knowledge and digital based assets. For example, the cell and gene therapy cluster centred in Stevenage is now a Government-designated High Potential Opportunity Zone with demand for both higher level and technical skills.

In addition to supporting our key sector strengths, this strategy will also galvanise support for those sectors that have been most impacted by the pandemic such as hospitality and tourism.

5. Business opportunities arising from Hertfordshire's proximity to key economic areas will be seized through placemaking. Hertfordshire is located at the centre of the UK's golden research triangle of London-Cambridge-Oxford, and Government wants to springboard the area's growth as a global growth corridor in sustainability. Herts IQ, the A1M science corridor, and the film and TV sector in South-West Hertfordshire all bring further opportunities.

This is the third Hertfordshire Skills and Employment Strategy, which builds on the success of previous strategies including securing £30m European Social Funding for a raft of skills and employment initiatives and £27m capital funding from Hertfordshire LEP to support local providers to meet the needs of local employers.

## KEY ACHIEVEMENTS

Since the first strategy came into being in 2015, there have been a number of key achievements including:

- Hertfordshire Opportunities Portal (HOP): powered by Hertfordshire LEP, this free resource helps residents make informed decisions about careers and training;

- The Careers and Enterprise Company Enterprise Adviser Network and Hertfordshire Careers Hub, delivered locally by Hertfordshire LEP, help to bridge the gap between education and employment;
- The Hertfordshire Skills Advisory Panel was set up to provide collective leadership on skills development and its Local Skills Report provides insight into skills and employment needs across the county;
- The Hertfordshire Skills Framework sets out the key employability skills and attributes sought by Hertfordshire employers to improve the work readiness of young people and the careers guidance provided by schools.
- The Skills and Employment Dashboard, an interactive resource developed by Hertfordshire LEP to enable stakeholders to better understand the county's labour market;
- DWP's Complex Needs Toolkit which maps initiatives supporting vulnerable adults into employment.

Cllr Terry Douris, Executive Member Education, Libraries and Lifelong Learning, Hertfordshire County Council, said:

"We've seen the impact the coronavirus pandemic has had on residents and businesses in Hertfordshire, and this Skills and Employment Strategy is a crucial part of our recovery plans.

We want Hertfordshire to be a county where people have the opportunity to live healthy, fulfilling lives in thriving, prosperous communities, and helping people get skilled jobs is key to delivering this.

This strategy will help us make sure that everyone, no matter what age, can get the support they need to develop new or existing skills that will help them unlock their potential."

**"WE'VE SEEN THE IMPACT THE CORONAVIRUS PANDEMIC HAS HAD ON RESIDENTS AND BUSINESSES IN HERTFORDSHIRE"**



**ADRIAN HAWKINS, OBE**

Chairman biz4Biz,  
Publisher Insight Magazine

Adrian Hawkins OBE, Chair, Skills Advisory Panel, Hertfordshire LEP said:

"Now is the time to further strengthen the links between business and educators.

Together we are united in unlocking potential and widening access for all, encouraging social mobility and demonstrating that all aspects of the skills agenda including apprenticeships and traineeships are valued options.

This strategy sits within a suite of documents being developed by Hertfordshire LEP in partnership to support our recovery post COVID-19 and the realities of life outside of the EU."

# ALL OLDIES RADIO – LOCAL RADIO FOR HERTS, BEDS AND BUCKS NOW ON DAB

Picture the scene... its 1987 and you have just been woken up by the radio alarm clock. The DJ is talking about a local event and playing some of your favourite music while you get ready for school.

That evening, you rush home to an empty house and lie on your bed, once again listening to the radio as you put off doing your homework and wait for your parents to come home from work. Sound familiar?

For a generation of 'latch-key' kids, with both parents at work, no satellite TV or computer games, and very little worthy of commanding a teenager's attention on the available TV channels, the radio was our main source of entertainment and our biggest distraction.

All Oldies Radio launched as an internet station in 2016 and has already become a firm favourite with their Generation X audience who want to hear Classic Hits and a few forgotten tracks from the decades they remember.

This is true local radio which takes us back without being stuck in the past.

It's not 'time-warp' radio, and with a huge variety of music from the 70s, 80s and 90s - it's not just songs from the usual suspects.

There are one or two surprises in there too plus an on-air team that overflows with Radio and TV talent; including Rob Charles (Mike in Peter Kay's Car Share), Phil Fothergill (Fothers), John Daly, Steve Hyland, Lynsey Dolan and Tony Lloyd. Many of them already familiar voices in the area from their days working at local stations such as Chiltern Radio, Horizon



and Northants 96, amongst many others. Director Russ Dee said "We are bringing local radio back to Herts, Beds & Bucks, in a form that our 40+ listeners grew up with and so dearly miss"

In the days before MP3 players, CDs and any late afternoon TV worth watching, it was ALL about the radio. Music filled our world as we bought our own vinyl records and had record players in our room, we taped the Top 40 from the radio every Sunday night and we watched the first pop music videos appear on Top of the Pops and later MTV.

We hear a lot about Boomers and Millenials but Generation X are largely forgotten. Is it any wonder? We spent a lifetime hiding in our rooms, not glued to a phone, watching Netflix or 'gaming' but

listening intently to that familiar voice on the radio.

Chairman Phil Fothergill said "It's like old times and great to be back on the air in my favourite stomping ground. You are going to love All Oldies Radio which heralds the return of proper local commercial radio to this area. Truly local from a great team of fun personalities who know and live in the area where YOU live."

Listeners can tune in by retuning their digital radio or listen via the internet or their smart speaker.

For more information about the launch, or to enquire about advertising and promotional opportunities see our website at [www.alloldiesradio.com](http://www.alloldiesradio.com)

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