

## 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.

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 will be strongly positioned to generate and manage investment queries, helping businesses to successfully land and succeed.

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.

Invest Hertfordshire will offer a free and confidential package of services tailored to individual companies' needs. By providing access to expert knowledge and local intelligence, Invest Hertfordshire helps to de-risk business investment and ensure a faster and more successful relocation or expansion.

Support is available to both national and international firms of all sizes that are considering or wish to relocate to (or expand in) Hertfordshire, and includes:

- Investment case development including market intelligence and research
- Sourcing property solutions
- International market support
- Advice on recruitment and training
- Introductions to appropriate networks, suppliers, agencies and educational establishments
- Helping businesses and investors understand and navigate potential market opportunities

Hertfordshire already has a thriving and dynamic economy, generating £42bn each year for UK plc. Its globally significant sectors are powering innovation and next generation ideas. It is 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 homes and offices more energy efficient grows, so too will this sector, creating jobs and supply chain opportunities.

Cllr Richard Roberts, Leader, Hertfordshire County Council, and Leader, 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, and Hertfordshire Economic Board, 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, and 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 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.”

Sally Bedwell, Director, and 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.”

Coming soon in May: [www.investhertfordshire.com](http://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](mailto:info@investhertfordshire.co.uk)

## ABOUT INVEST HERTFORDSHIRE

Invest Hertfordshire offers a free and confidential package of services that are tailored to individual companies' needs.

By providing access to expert knowledge and local intelligence, Invest Hertfordshire helps de-risk your business investment and can ensure a faster and more successful relocation or expansion.

Support is available to both national and international firms of all sizes that are considering Hertfordshire, and includes:

- Investment case development including market intelligence and research
- Sourcing property solutions
- International market support
- Advice on recruitment and training
- Introductions to appropriate networks, suppliers, agencies and educational establishments
- Helping business and investors understand and navigate potential market opportunities

Invest Hertfordshire works closely with the Department for Business and Trade and other partners to support businesses to invest, grow and export, creating jobs and opportunities.

Invest Hertfordshire – your partner for growth.

Visit: [www.investhertfordshire.com](http://www.investhertfordshire.com)

Get in touch: tel: 01462 244 700 or email: [info@investhertfordshire.co.uk](mailto:info@investhertfordshire.co.uk)