

A European Strategy for Hertfordshire

Introduction

Since 1973, the challenges and opportunities resulting from our membership of the European Union have increasingly influenced our lives as UK citizens.

The growth in regionalism, the impact of the global economy and increasing technological innovation make it necessary for Hertfordshire to make the most of its position in the East of England. Our proximity to London, good communication links and genuine approach to countywide partnership gives us great advantages. What has been lacking is an agreed countywide approach to Europe to enable us to continue to be successful.

The purpose of this document is to outline the key aims and objectives underpinning the Hertfordshire European Strategy from which more detailed actions will follow. It is deliberately concise; it will be for the partners concerned to decide which organisations should take the lead. The document can have a shelf life of no more than three years and will need to be reviewed regularly.

The Aims

1

Developing Competitiveness

To build the capacity of Hertfordshire's enterprises so as to maximise the benefit they derive from the opportunities that the European Union provides, and thereby improve the County's competitiveness.

2

Inspiring Individual and Workforce Development

To encourage and drive lifelong acquisition of skills and knowledge so that individuals can take-up economic, social and cultural opportunities across the EU and expand the skills available within the pool of labour thereby improving the quality of individual and organisational performance.

3

Promote Sustainable Economic Growth and Community Development

To maximise Hertfordshire's influence on, and to benefit from an enlarging Europe.

The following objectives will in due course be accompanied by appendices that contain the actions needed to achieve them.

AIM

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OBJECTIVE**KEY ORGANISATIONS**

<ul style="list-style-type: none"> ■ Raising companies' awareness of the opportunities offered by Europe - and individual European countries 	HCCI • BL • TEC
<ul style="list-style-type: none"> ■ Providing support in understanding commercial, political and cultural issues 	HCCI • BL • TEC • HEFE
<ul style="list-style-type: none"> ■ Providing high quality information through the Euro Information Office and effective use of the Brussels Office 	BL • TEC • LA
<ul style="list-style-type: none"> ■ Providing access to expertise and economic intelligence to help companies trade more effectively 	BL • TEC • HEFE • LA
<ul style="list-style-type: none"> ■ Supporting and encouraging companies to prepare for the single European currency 	BL • HCCI
<ul style="list-style-type: none"> ■ Developing a tailored programme for companies requiring individual assistance in establishing trading links in Europe 	BL • HEFE
<ul style="list-style-type: none"> ■ Developing a co-ordinated programme of support for Hertfordshire firms wishing to do business in Eastern Europe 	BL • TEC • HEFE
<ul style="list-style-type: none"> ■ Providing access to research, innovation and technology transfer facilities 	BL • TEC • HEFE

AIM

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OBJECTIVE

- Developing accessible information on employment, education and training opportunities in Europe
- Developing projects that heighten awareness of and raise interest in Europe among pupils, students, trainers and employees
- Developing language skills
- Working with transnational employers and training organisations to develop European learning programmes
- Developing a wider appreciation of European citizenship through cultural, political, leisure and tourism links

KEY ORGANISATIONS

TEC • HEFE • HCS • LA

HCS • HES • HEFE •
Schools inc. independent schools •
LA • HCCI • Vol. Orgs

Schools • HEFE • HCC

HES • Schools • LA • TEC •
HEFE • HCS

HCCI • LA • Vol. Orgs •
HEFE • Schools

Key to abbreviations:

HCCI	Hertfordshire Chamber of Commerce & Industry
BL	Business Link Hertfordshire
TEC	Hertfordshire Training & Enterprise Council
HEFE	Higher Education Further Education
LA	Local Authorities
HCS	Hertfordshire Careers Service Ltd
HES	Hertfordshire Education Services
HCC	Hertfordshire County Council
Vol. Orgs	Voluntary Organisations

AIM

To maximise Hertfordshire's influence on, and to benefit from an enlarging Europe.

OBJECTIVE

- Influencing the EU's policies and programmes so as to address Hertfordshire's priorities more closely
- Promoting Hertfordshire within Europe as a prime inward investment location
- Increasing funding into the County to provide support for people and businesses wishing to improve their competitiveness
- Maximising benefit from the wider range and extensive examples of best practice available throughout the EU
- Promoting collaborative partnerships and trading links

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The Hertfordshire European Strategy was commissioned by the Hertfordshire Prosperity Forum. This is the umbrella body that provides the strategic focus for organisations concerned with the economic and social regeneration of Hertfordshire. Each of these organisations is represented on The Forum at Chief Executive level, together with senior representatives of the business community.

For more information about the Hertfordshire European Strategy or European issues in general, please contact Hilary Oakley:

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