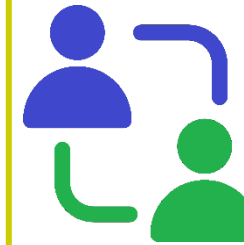


Economic Growth Strategy

Q4 2023/24 Highlights

- Held the second Meet-The-Buyer event as part of Watford Fit-to-Bid, with near 100 attendees and major brand buyers represented including Warner Bros, TJX Europe and Heathrow Airport
- Completed the delivery plan for Watford Business Pledge, which will help businesses learn from each other about how to act with greater social responsibility in the areas of local employment, local supply chains, good business practices, environmental sustainability and community support.
- Undertaken best practice research to explore delivery options for the Innovation and Incubation Hub
- Drafted the specification for the UKSPF funded Watford Skilled Brokerage project
- Working with Herts colleagues to prepare for the UKREiiF national Inward Investment event in May
- Worked with Herts LEP colleagues to support successful delivery of the County-wide UKSPF projects
- Supported the launch-to-business of the Herts Film Office website and support offering
- Supported 3 business engagement events
- Supported Watford BID in its planning for 2024/25
- Maintained all BAU activities including the business newsletters and a range of 1-2-1 business meetings



In total now 327 businesses are supported on the UKSPF funded Watford Net Zero project

Q1 2024/25 Priorities

- Commence the Year 3 UKSPF programme, spanning 20 different projects which all support our Watford businesses and communities. This will include contract extensions, procuring new projects and ensuring delivery organisations are achieving good quality impacts.
- Represent Watford as part of the Hertfordshire proposition at the UKREiiF national Inward Investment event
- Support 5 business engagement events through which the team are representing the Council's offer to business, promoting the funded support available and ensuring that the voice of business is heard
- Soft-launch the Watford Business Pledge at a Business Connect event in June at the new Clarendon Works premises, and onboard the first business supporters
- Define the future support Watford receives from Visit Herts through a workshop with Visit Herts and colleagues

In total now 273 businesses are supported on the UKSPF Watford Fit to Bid local supply chain



100

Attendees at our Meet the Buyer event

