

HERTFORDSHIRE
GROWTH HUB

100 YEARS

2015 - 2025

Part of



Funded by



**HERTFORDSHIRE
GROWTH HUB**



Hertfordshire Growth Hub is the central gateway to business support in the county, providing advice, information and resources to help SMEs grow.

We connect local and national support provision to get businesses the help they need, when they need it.

Since 2015, we have helped over 14,000 businesses achieve their goals.

Part of Hertfordshire Futures, the Growth Hub service is delivered by a team of specialists pooling their expert knowledge.

Contents

Celebrating a Decade of Success	4
Foreword	5
About Us	6
10 Year Impact	7
Delivering Growth	8
Growth Hub launch	10
Get Growing	11
Business Resilience and EU Transition	13
COVID-19 Support	14
Building Back Better	16
Herts, Camera, Action!	17
Create Growth Programme	19
Supporting Hertfordshire Businesses	21
The Stickleback Fish Company	22
Wagada Digital	23
Looking Ahead	25
Meet the Consortium	27



10 YEARS

**Celebrating
a decade
of success**

10



**Adrian Hawkins OBE,
Chair, Hertfordshire Futures**

Over the past 10 years, Hertfordshire Growth Hub has become a trusted partner and critical friend to the county's diverse and dynamic business community.

SMEs are the backbone of our economy and the Growth Hub plays a leading role in supporting their progression, creating new opportunities for local residents.

Its impartial and tailored support – free at the point of access – bolster businesses throughout their growth journey via expert-led workshops, one-to-one business advice, access to peer networks and funded, targeted programmes.

Its highly experienced Growth Account Managers address critical business needs, including access to finance, attracting and retaining talent, winning new business and strengthening operational efficiency.

The Growth Hub has played an instrumental role in supporting businesses through the turbulence of recent years. Its intervention enabled thousands of SMEs to stay afloat during the COVID-19 pandemic by helping them adapt and operate safely. It also guided businesses through the challenges and disruptions of the EU transition, helping them navigate complex new regulations and trade agreements.

This would not have been possible without its robust partnership with local leaders, government and the private sector – a powerful support network that fuels business growth and resilience in Hertfordshire.

This public-private synergy has boosted competitiveness and prosperity, and driven sustainable economic progress. We're deeply grateful to all our partners—and excited for the next decade of shared success.

Adrian Hawkins OBE, Chair, Hertfordshire Futures

About us

Hertfordshire Growth Hub is delivered on behalf of Hertfordshire Futures by a consortium of partners led by Exemphas with the University of Hertfordshire, Hertfordshire Chamber of Commerce and Visit Herts.

Who we help

- Start-ups, scale-ups, and established SMEs across all sectors.
- Businesses that are facing challenges or looking to grow, innovate or adapt.
- Ambitious business leaders who are ready to seize new opportunities, seeking connection, guidance, and resources to accelerate their growth.

What we provide

- Tailored one-to-one support from experienced Growth Account Managers.
- An extensive programme of workshops to drive business growth and resilience.
- Signposting towards local, national and industry-specific grants and funding opportunities.
- Connections to trusted partners and specialist support providers.
- Support throughout all stages of the business growth journey.
- Challenge, insight and encouragement to help businesses stay focused and move forward.

HERTFORDSHIRE GROWTH HUB



Why it's important

- Hertfordshire has a strong base of small businesses, but many struggle to grow.
- Business growth fuels the economy and generates employment, making support for small businesses vital.
- Firms that access external advice and support tend to be more productive and perform better than those that don't.
- However, navigating the wide range of available support - from public and private sectors across local, regional, and national levels - can be overwhelming.
- The Growth Hub helps businesses make sense of this complex landscape, connecting them with the right support and guiding them on their growth journey.



"Hertfordshire Growth Hub has been there whenever we needed them. The sales advice meeting was the best meeting I've ever had - it makes such a difference when you talk to someone who isn't trying to sell you something and simply has your best interests at heart."

Pavlina Chauhan, Founder, AKN Engineering

10 Year Impact

Over **14,000** businesses supported




1,750
jobs created

490 grants delivered




150 workshops and webinars delivered



Worked with over **150** business support partners



Helped with **100s** of business support programmes



HERTFORDSHIRE GROWTH HUB

Click to play video

Liza Armstrong
Head of Service, Hertfordshire Growth Hub

"Hertfordshire Growth Hub really understands our business on a personal level and is always there for us when we need them. Once I started with my Growth Account Manager I realised it was something I should have done long ago."

Efrat Sharon, Founder, Freeform Fabrication



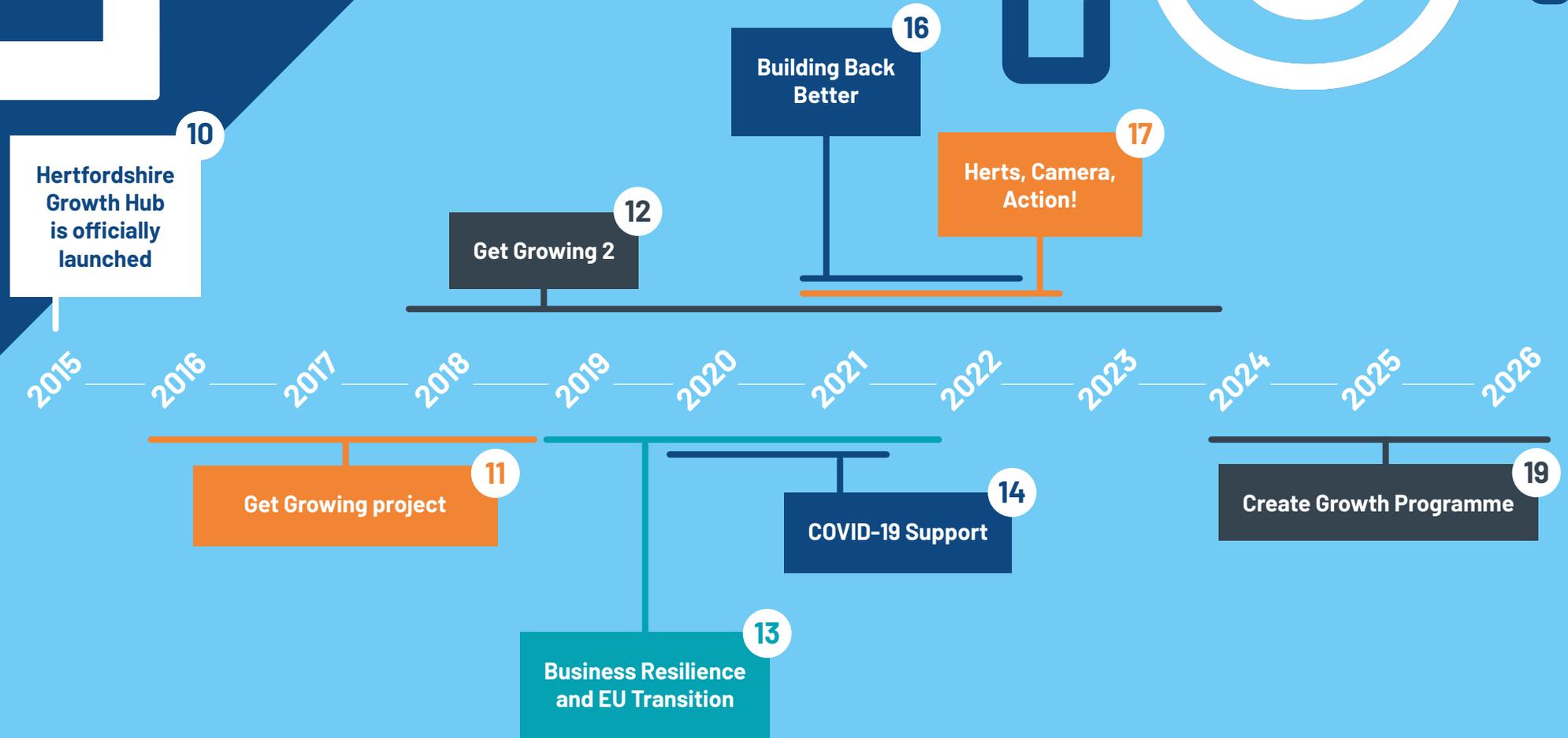
10 YEARS

**Delivering
growth**

10

10

YEARS





Growth Hub launch

2015 — 2016

Hertfordshire Growth Hub was launched in 2015 as part of a nationwide network of 38 Growth Hubs, each correlating to a Local Enterprise Partnership (LEP) area.

Backed by government, this initiative aimed to provide businesses across the country with a more streamlined and coordinated support system.

Each Growth Hub, including Hertfordshire's, acts as a gateway to business support within its region.

In first year of delivery

90
jobs created

494
businesses supported

“By changing our recruitment methods, we’ve opened up opportunities for many people and the benefits have been huge. I can’t speak highly enough of the ecosystem of support I’ve had from so many different organisations and I’m grateful to Hertfordshire Growth Hub for connecting us with them.”

Andy Harris, Production and Warehouse Manager,
Kent Brushes



Get Growing

The Get Growing project, part-funded by the European Regional Development Fund (ERDF) and delivered by the Growth Hub, offered one-to-one advice, specialist workshops, and match-funded grants for consultancy aimed at fostering business growth.

The project achieved significant outcomes, assisting over 200 businesses, creating 190 jobs and generating £12.2m for the local economy. Sectors such as manufacturing, technology, and the creative industries benefitted the most, with businesses in these areas receiving tailored support to enhance their operations and drive innovation. These efforts not only helped individual businesses to grow but also contributed to the overall economic resilience and prosperity of the region.



2016 — 2017 — 2018

Success Stories

Wirebox

This IT company, which specialises in building, developing and maintaining transactional commercial websites, sought help to win customers interested in web development services. Through Get Growing, the business received support with marketing, financial planning, training and recruitment, enabling it to take on a new employee and accelerate growth plans.

Innovative Trials

This pharmaceuticals business, which specialises in accelerated patient recruitment, sought advice on its financial structure. Having accessed workshops and one-to-one advice, it gained a clearer understanding of the financial landscape and the steps needed for growth. As a result, the business successfully recruited four new employees.

UPlaySports

This sports coaching, membership, and management company sought support to develop its growth strategy. The programme enabled it to explore different growth options and implement an improved business structure. As a result, two new employees were recruited, including a Sports Development Manager and a Head Coach.

These success stories highlight the impact of the Get Growing project in driving business growth and resilience across a range of sectors.

“Over the years, we have had a lot of support from Local Government Agencies and our contact at the Growth Hub has been instrumental in helping us to access grants.”



Laura Rudoie, Director, Good Ventures

“It’s not just the one-to-one coaching, which is really great, but whatever the problem is at that moment in time (and over the years, it’s been many different types of problems), there’s always been a solution, or help to find a solution.”



Luke Desmond, CEO and Founder, Crisp Accountancy

Get Growing 2

The Get Growing programme was extended to address the evolving needs of businesses in Hertfordshire, particularly in response to the challenges posed by the COVID-19 pandemic.

Initially focused on enhancing business competitiveness and growth capacity, the programme pivoted to prioritise stability and resilience during the crisis. This shift was essential in helping businesses navigate the immediate impacts of the pandemic, including supply chain disruptions, reduced foot traffic and increased operational costs.

By expanding the programme, the Growth Hub was able to provide more comprehensive support, including one-to-one advice, bespoke workshops, webinars, and access to consultancy grants, ensuring that businesses could adapt and thrive in a rapidly changing environment.

Success Stories

Stickleback Fish Company

This B2B supplier of seafood faced disruptions to its supply chain during the pandemic. The Growth Hub provided one-to-one advice and access to grants, helping it secure alternative suppliers and maintain operations. As a result, it was able to retain its workforce and continue serving its customers. [Learn more.](#)

The Garden Company

This St Albans-based landscaping business benefitted from bespoke workshops on digital marketing and business strategy. With the Growth Hub's support, it refreshed its website with new branding and search engine optimisation, resulting in a 50% plus year-on-year increase in web traffic.

Aims Consultancy

This consultancy, which offers ISO (International Organisation for Standardisation) support services, received one-to-one advice to optimise its organisational structure. This led to updated internal policies, the creation of a staff handbook, immediate recruitment plans, and a 23% boost in business activity.

“Get Growing 2 has provided a practical solution to problems that I was aware of but wasn’t sure how to address. Being able to claim financial support took away the element of risk which otherwise would have been too great.”

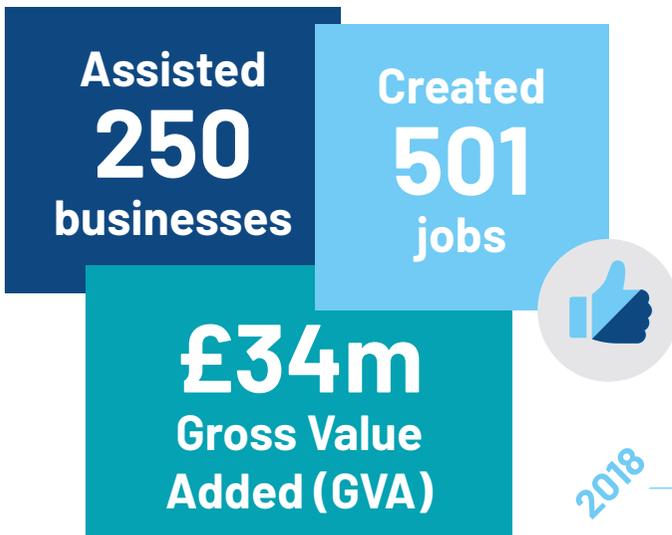


Sean McMenemy, Founder and Managing Director, Ark Wildlife

“Hertfordshire Growth Hub’s advice on recruitment and future structural planning of Apex 360 enabled us to navigate challenges and embrace opportunities which helped propel our growth trajectory forward.”



Stewart Hunt, Director, Apex 360



Business Resilience and EU Transition

The UK's exit from the European Union brought significant challenges for businesses, particularly small and medium-sized enterprises (SMEs). Many faced difficulties with new regulations on exports, imports, tariffs, data protection and hiring practices. Sectors such as manufacturing, agriculture and retail were among the hardest hit, with smaller firms struggling to navigate the increased bureaucracy and costs associated with customs checks, additional paperwork, and rules of origin requirements.

Hertfordshire Growth Hub provided crucial support to help businesses become more resilient during this transition. This included a dedicated Brexit Resource webpage, informative roadshows and personalised advice from EU Transition Advisers who also conducted risk assessments.

The Growth Hub also received additional funding to deliver two key programmes: the Business Resilience Project (2019-2020) and the EU Transition Programme (2020-2021). These initiatives helped businesses adapt to the new landscape, ensuring they remained competitive and continued to thrive despite the challenges.

- **16,381 visits** to Brexit Resource and Business Resilience web pages.
- **Over 215 in-depth risk assessments** completed to help businesses identify and evaluate specific challenges and changes arising from the EU Transition, enabling them to plan and adapt effectively.
- **13 roadshow events** delivered across the county to raise awareness and engage businesses in support.

2019 — 2020 — 2021



COVID-19 Support

Businesses faced unprecedented challenges during the COVID-19 pandemic, with many struggling to stay afloat through lockdowns and economic uncertainty. Hertfordshire Growth Hub swiftly refocused its activity to help increase resilience, connecting businesses to essential grant funding and guiding them through myriad government support schemes.

£291k
COVID-19 grants
distributed to
83 businesses

Business Support

Collaborating with local partners, the Growth Hub delivered targeted initiatives including:

- The Wellbeing and Resilience Programme, developed with Hertfordshire County Council, to support workplace mental health.
- The Volunteer Business Support Scheme, launched with the University of Hertfordshire and Hertfordshire Futures (previously Hertfordshire Local Enterprise Partnership), offering one-to-one mentoring to micro, small, and medium-sized businesses.
- The local delivery of the national Peer Networks Programme, in partnership with Hertfordshire Chamber of Commerce and Biz4Biz, enabling business leaders to strengthen their networks, share experiences and develop strategies together through structured peer-to-peer sessions.

63
jobs
created

221
jobs
safeguarded

Business Intelligence

The Growth Hub assisted the local crisis response by providing vital business support intelligence to Local Resilience Forums (LRFs) whose members included key partners such as the NHS, local authorities, emergency services, and voluntary organisations.

Sector-specific Support

The hardest-hit sectors including hospitality, retail and tourism received tailored support and guidance to remain viable during lockdowns. As restrictions eased, the Growth Hub partnered with Visit Herts and Better Business for All to launch 'Stay Safe Stay Open' —a practical health and safety initiative that helped businesses reopen safely.



Success Story

Affinity Academy

This business, which delivers gymnastics, parkour and cheerleading classes, turned to the Growth Hub for one-to-one support during lockdown. Support with staff wellbeing and return-to-work planning helped it to manage change effectively, strengthening its resilience and fast-tracking its reopening and recovery.

“Without the support of Hertfordshire Growth Hub we might still be where we were in the pandemic – the support gave me a lot of confidence to know, ‘right, this is how I actually lead this forward’.”

Jennifer Page, Founder, Affinity Academy



2020 — 2021



Building Back Better

The Building Back Better (BBB) Growth Programme, delivered by Hertfordshire Growth Hub in partnership with the University of Hertfordshire, was designed to help businesses sustain their recovery and growth following the pandemic.

The programme provided a comprehensive package of support, including one-to-one advice, webinars, grant funding for external consultancy support, and access to specialist resources via the Herts Sustainability Accelerator. This support helped businesses develop vital skills and capabilities around sustainable practices, net-zero literacy, and digitalisation.

Business sectors supported by the programme included:

- Manufacturing**
Helped businesses streamline their operations and adopt sustainable practices.
- Retail**
Provided guidance on digitalisation and e-commerce in response to changing consumer behaviour.
- Technology**
Supported tech startups with consultancy grants to develop innovative solutions.
- Hospitality**
Advised on health and safety measures to ensure safe reopening and operations.
- Creative Industries**
Assisted artisan businesses with digital marketing strategies to expand their reach.

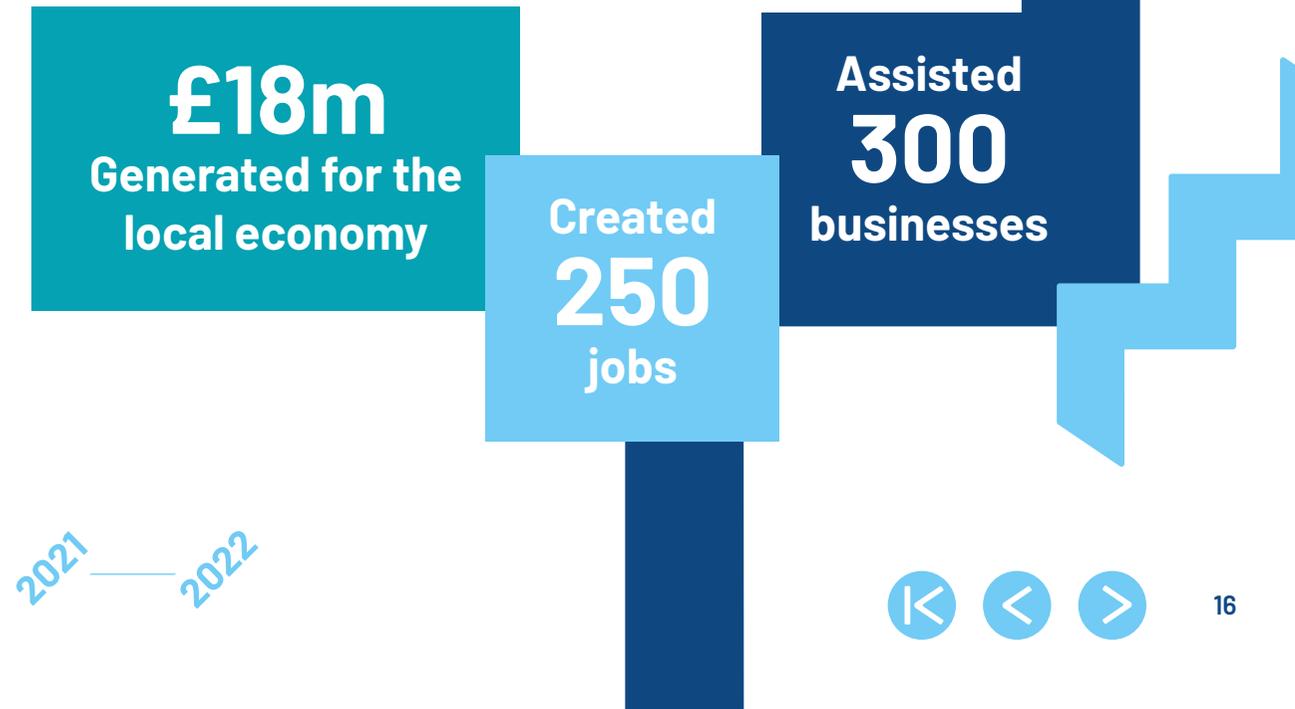
Success Story

Adam Hope Bespoke

This family-run joinery, carpentry and cabinetry business sought digital and marketing support to improve operational efficiencies. Through Building Back Better, it received advice and a grant to help it purchase new software, allowing it to produce more quotes and take on bigger jobs with confidence.

"It has changed our business. The efficiency gains we have made are transformational and we are very optimistic that we will grow as a result of them."

Vicky Hope, Director, Adam Hope Bespoke



Herts, Camera, Action!

2021 — 2022

Led by Visit Herts in partnership with Hertfordshire Growth Hub and the University of Hertfordshire, the Herts, Camera, Action! programme capitalised on the county's growing cluster of world-class film and TV studios. It supported innovation within the creative industry supply chain, investing in creative skills and knowledge exchange, and developing a series of screen tourism products to help rebuild Hertfordshire's visitor economy.

This three-strand support package included grant funding, the Screen Tourism Development Programme, and continuing professional development (CPD) opportunities.

45

**businesses launched
new products
to market**

30

**new jobs
created**

42

**jobs
safeguarded**

120+
**businesses
assisted**



Success Stories

Tigz Rice Ltd

Tigz, who owns a photography business, faced major disruption during the COVID-19 pandemic. Through Herts, Camera, Action!, Tigz received a grant to pivot her business model, along with guidance from the Screen Tourism Development Programme. This support helped her launch two creative photography workshops, helping her build industry networks, invest in high-quality resources, and fast-track product development.

“The support and grant focused on the media industry has been a dream, enabling me to take risks, build contacts and feel part of the community here. I’m really positive about the future and I’m ready to push the business forward over the next year.”

Tigz Rice, Owner, Tigz Rice Ltd

Written Records Ltd

Rob launched his freelance video production business just before the pandemic, making it difficult for him to invest in the equipment he needed to grow. Advice from Hertfordshire Growth Hub, marketing training and a £5,000 grant to upgrade his gear has enabled him to take on larger projects, increase turnover by 10% and achieve long-term stability.

“Hertfordshire Growth Hub has been so supportive, opening doors that previously wouldn’t have been available. In my industry, you have to keep up with new technologies or you’ll fall behind quickly. Access to business advice and grants like this allows small businesses like mine to take risks, invest in their future and become more sustainable.”

Rob Finlay, Owner, Written Records Ltd

2021 — 2022



Create Growth Programme

The Create Growth Programme, a national initiative led by the Department for Culture, Media and Sport (DCMS) in partnership with Innovate UK, is making a significant impact on Hertfordshire businesses. Delivered locally by Hertfordshire Futures in collaboration with Hertfordshire Growth Hub, the University of Hertfordshire, and Estu, the programme is designed to help businesses explore new opportunities and access funding.

In Hertfordshire, the programme supports businesses that are already supplying to the film and TV industry, or those looking to join the supply chain. Access to finance is a major challenge for these businesses and is one of the main reasons they reach out to the Growth Hub. By continuing programmes such as Create Growth into 2025/26 and focusing on helping businesses become investment-ready, the Growth Hub is building pathways to unlock finance and funding for business growth. This approach, combined with new and existing partnerships with finance institutions, is crucial for supporting the economic development of Hertfordshire's creative industries.

60
businesses supported in year one

30
businesses supported with access to finance in year one

5
in-depth workshops delivered in year one



2024

2025

2026

Success Stories

King Bee Animation

This animation company was looking to grow and strengthen ties with Hertfordshire's film and TV sector. The Create Growth Programme offered coaching on the topics of innovative thinking and design, as well as support to become investment-ready, enabling the business to secure a grant from Innovate UK.



Martyn Niman,
Founder and Creative Director of King Bee Animation

Phil's Cuisine

This local catering and events business joined the Create Growth Programme to break into the film and TV sector, through which it learned how to build a marketing plan, identify its target audience and tailor its advertising. The business has since generated 10% of its annual revenue as a direct result of the programme.

"Just by meeting one person, 10% of my turnover is now a direct result of the Supply Chain Innovation Programme (part of the Create Growth Programme). It opens many doors and helps you to prioritise."

Philippe Meyepa, Owner, Phil's Cuisine

Sarah Maylin Flowers

This floristry business looked to innovate and grow by breaking into the creative sector. The Create Growth Programme helped strengthen its operations and plan for sustainable growth, revealing new ways of engaging with customers and enabling it to expand its client base in Hertfordshire.

"If it hadn't been for Hertfordshire Growth Hub, we probably wouldn't have been able to get finance for the printer, which has been a game-changer for us. Before, our business wasn't going anywhere - we were stuck in a rut of low prices and long production times. The support you've given us has been amazing."

Neil Clements, Sales Director, My Elements

10 YEARS

10 YEARS

Supporting Hertfordshire businesses



Hooked On Expansion

Fish wholesaler nets new markets with Growth Hub support

The Stickleback Fish Company

Background

Celebrating its 20th anniversary in 2025, the Stickleback Fish Company is a seafood wholesaler, supplying more than 2,000 product lines to 1,300 customers in the hospitality, education, healthcare and airline sectors.

Based in Welham Green, the company was founded by Managing Director Ross Arnold with just one customer. Today, it employs around 100 people and has a turnover of £20m.

The Challenge

Ross first reached out to the Growth Hub in 2017 when the business was well established, largely focused on the hospitality sector, and looking to grow. The nature of the industry means that markets fluctuate wildly depending on supply levels. Margins are small, so Stickleback Fish relies on high volumes.

The Solution

Ross met with one of our experienced Growth Account Managers, who carried out an in-depth review of the company. He then helped Ross define his strategy and cascade it to his team, encouraging him to think about diversifying into different markets to increase volume and balance production throughout the week.

When the firm was severely impacted during the COVID-19 pandemic, the Growth Hub also helped Stickleback Fish access a £100,000 match-funded grant through the Business

Expansion Grant Scheme, run by Hertfordshire Futures (previously Hertfordshire Local Enterprise Partnership) and Hertfordshire County Council. The scheme, funded by the European Regional Development Fund and Hertfordshire Futures, was designed to incentivise SMEs to invest in new equipment to spur growth, boost productivity and create jobs.

Stickleback Fish invested in new packaging, labelling and freezing machinery that increased their factory's handling capacity and enabled the business to break into the airline sector.

In 2021, the Growth Hub once again helped Ross access a grant, this time for marketing consultancy. This led to the company further developing its strategy, growth plans, mission, vision and values.

Most recently the Growth Hub signposted Ross to Estu to provide customer success training for several of his employees.

The Impact

The Stickleback Fish Company has been able to turn to Hertfordshire Growth Hub time and again over the years, accessing advice, support and vital funding. Throughout this partnership, the Growth Hub has helped the company invest in new machinery, increase volumes, diversify into new sectors, access training and emerge stronger than ever from the devastating impact of COVID-19.

Since 2020, the company has grown from 60 employees to around 100. It has moved into a new £3m factory and is now achieving year-on-year growth of 20%.



"I've had a hugely positive experience with the Growth Hub. There are so many things to consider when you're running a business, but there's also so much good free advice and support out there that the Growth Hub can connect you with. I'd urge anyone to contact them, no matter what stage you're at."

Ross Arnold,
Managing Director,
Stickleback Fish Company

Byte By Byte

Growth Hub powers a decade of wins for digital marketing agency

Wagada Digital

Background

Launched in 2011 by Cheryl Luzet, Wagada Digital is an award-winning digital marketing agency providing a full range of services including strategy, web design, branding, social media advertising, and search engine optimisation. Today, the company employs 25 people across offices in St Albans, Cheltenham and London.

The Challenge

Wagada has helped companies ranging from ice-cream makers and drinks brands, to tech firms and hotel chains, grow their businesses through digital marketing. However in 2015, it was Wagada that was looking to grow.

At that time, Cheryl was new to running a business and trying to get to grips with laying the foundations for growth, particularly around recruitment and retention.

Unable to spend thousands on expensive consultancy, she turned to free advice and support from Hertfordshire Growth Hub. It was the start of a fruitful 10-year relationship that is still going strong today.

The Solution

Cheryl met with one of the Growth Hub's expert Growth Account Managers who carried out a comprehensive review of her business, sense-checked her business plan, identified priority areas, and provided match-funding to implement growth-focused projects. One such funded project involved Cheryl working with a business development company to create a more structured sales plan and develop a proactive sales pipeline.

Over the years, Wagada has returned to the Growth Hub time and again for support. Discussions around how to grow the business further led to an office being opened in London to raise its profile amongst clients and potential new employees.

Cheryl was also put in touch with an expert at the Department for Business and Trade, who was able to provide invaluable advice for potentially working with a major new US client.

Wagada has also benefitted from Hertfordshire Growth Hub's regular business support workshops, not only by gathering fresh insights but networking with other companies looking to grow - an ideal arena for a digital marketing agency to promote its service.

The Wagada team has also partnered with the Growth Hub to deliver workshops, including at its annual All The Help You Can Get business support show.

Most recently, Wagada joined the Create Growth programme, which supports companies looking to become part of the supply chain for the county's booming film and TV sector.

The Impact

For a decade, Wagada has benefitted from advice, support, workshops, signposting and grant funding from Hertfordshire Growth Hub.

In the early days, the company was able to build a strong foundation for growth and attract new employees. Since then, business development support has transformed Wagada's approach to winning new clients - shifting from a passive, reactive model to a proactive strategy focused on targeting higher-value businesses.

This strategic shift has paid off significantly. Over the years, Wagada has grown from a team of 6 to 25 people. During the same period, turnover has risen by 350%, reflecting the tangible impact of the Growth Hub's support.

Opening an office in London has also proved transformative, putting the company on the radar of key clients while aiding the recruitment and retention of staff who might otherwise have left to pursue opportunities in the capital.

Attending - and now delivering - Growth Hub workshops and events has enabled Wagada to gain new knowledge and share its own expertise. This has helped position the company as a thought leader in its field, winning it new business.

Operationally, Wagada has also seen strong improvements in efficiency, reducing the number of administrative staff and senior managers required to run the business, and streamlining operations while continuing to scale up.

Today, Wagada is going from strength to strength and the Growth Hub looks forward to championing, and aiding, its future success.

"We've been transformed as a business since starting our relationship with Hertfordshire Growth Hub, and over the years it's been so useful to just dip in and out whenever we need help. The support you've provided has definitely contributed towards us growing and running the business in a more professional, structured way.

"My advice is to speak to the Growth Hub as early as you can - you don't have to wait until you have a problem. You don't know what you don't know, and they'll give you access to a whole world of support, grants and other organisations that you probably don't even realise exists."

Cheryl Luzet, CEO, Wagada Digital



Looking
Ahead

10

YEARS





Looking Ahead

As we look to the future, new challenges and opportunities are emerging. The UK government's Business Growth Service, launching later this summer, is a direct response to feedback from businesses about the fragmented and often complex support landscape. Developed by the Department for Business and Trade (DBT), the Business Growth Service will unify and enhance both in-person and digital services, streamlining access to advice, funding and resources. Growth Hubs are central to the successful delivery of this service, and at Hertfordshire Growth Hub, we are proud to play a leading role. Our local knowledge, trusted relationships, and proven track record ensure that businesses across the region are connected to the right support, at the right time, in the way that works best for them.

This role is especially important as we align with the soon-to-be-published Hertfordshire Economic Strategy, developed by Hertfordshire Futures, which will guide the county's economic development over the next decade. With a focus on innovation, inward investment, skills, and future jobs - areas where the Growth Hub is already deeply engaged - this strategy complements the UK's Industrial Strategy, which provides a national framework for long-term, sustainable growth. Together, these initiatives

position Hertfordshire to contribute meaningfully to national ambitions while building a resilient, inclusive, and forward-looking local economy.

In this evolving landscape, Hertfordshire Growth Hub is uniquely positioned to deliver both national and regional ambitions. Over the past decade, we have helped businesses navigate profound shifts—from Brexit and the COVID-19 pandemic to the ongoing cost-of-living crisis. Our ability to adapt quickly and effectively, supported by the deep expertise of our consortium partners, has been a hallmark of our success. As this report has shown, the Growth Hub has already made a significant economic impact and has been instrumental in building strong networks and collaborations across the county.

Looking ahead, we will continue to work closely with our partners—local leaders, government, and the private sector—to tackle the complex challenges businesses face. This collaborative approach is central to our mission: helping businesses grow and thrive in a rapidly changing world. By staying ahead of emerging trends and uncertainties, and with the Growth Hub's continued support, Hertfordshire's businesses are well-positioned to succeed in the years to come.

Meet the Consortium

10 YEARS



Meet the Consortium



Exemplas design, deliver and manage business support programmes and funding schemes on behalf of public, private and third-sector organisations.

With a 30-year track record of support, over 100 employees and over 600,000 SMEs supported, Exemplas are the partner of choice for business support programmes.



The University of Hertfordshire is the UK's leading business-facing university and an exemplar in the sector. It is innovative and enterprising and challenges individuals and organisations to excel.



Established in 1924, the Hertfordshire Chamber of Commerce is a privately run membership organisation which can open doors for local businesses and organisations of all types and sizes by helping them to grow their profile and connect with other businesses locally, nationally and globally.



VISIT HERTS

Visit Herts is the official destination management organisation and accredited Local Visitor Economy Partnership (LVEP) for the county of Hertfordshire, which in 2021 welcomed 19.6 million visitors, supported 33,889 jobs and generated £1.6bn for the local economy.

10 YEARS

The Hertfordshire Growth Hub service is delivered by the consortium on behalf of Hertfordshire Futures.

HERTFORDSHIRE FUTURES

Hertfordshire Futures work with businesses, government, investors, education and not-for-profit organisations to accelerate employment, enterprise and innovation.

Part of the Growth and Environment directorate of Hertfordshire County Council, it is committed to shaping a sustainable and prosperous future for Hertfordshire with initiatives that foster economic growth, protect the environment, and build resilient communities for generations to come.

Meet the Consortium

“Over the past ten years, Hertfordshire Growth Hub has become a cornerstone of business support in the county—providing accessible support to thousands of businesses to enable them to build reliance, grow and thrive. This milestone is a testament to the strength of our consortium and wider partnerships, the dedication of our team, and the resilience of Hertfordshire’s business community.”

David Moule, Chief Executive Officer,
Exemplas Ltd



“As a university committed to transforming lives and fostering inclusive economic development, we are proud of our strategic role in shaping a prosperous future for Hertfordshire. Being a partner in the Growth Hub consortium underscores our dedication in supporting businesses through enterprise, collaboration and applied knowledge. We look forward to continuing this vital work—supporting SMEs to innovate, grow and succeed across the region.”

Professor Mairi Watson, Deputy Vice Chancellor,
University of Hertfordshire



“Hertfordshire Growth Hub has played a vital role in supporting our local business community over the past decade. As a consortium partner, we’ve seen their dedication to empowering businesses and look forward to continued collaboration to drive growth across the county.”

Donna Schultz, Chief Executive Officer,
Hertfordshire Chamber of Commerce



“Visit Herts has proudly partnered with the Hertfordshire Growth Hub for over a decade to drive growth and resilience in the county’s visitor economy. Together, through initiatives like ‘Herts, Camera, Action!’, we’ve unlocked new opportunities in tourism, screen industries and local enterprise, helping position Hertfordshire as a thriving business and visitor destination.”

Alanna Kite, Head of Partnerships,
Go to Places (Visit Herts)



Meet the Team

10 YEARS



Liza Armstrong
Head of Service



Matt Clark
Partnership and
Events Manager



Kieran Thorpe
Growth Account
Manager



Wendy Gibbs
Growth Account
Manager



**Kieran
O'Sullivan Mercer**
Business
Information
Advisor

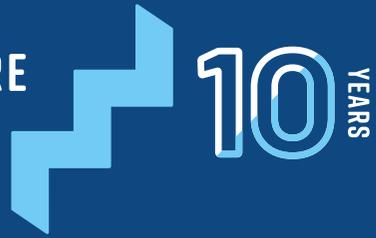


George Tsafandakis
SME Access to
Finance Advisor
(Create Growth
Programme)



Tom Hollis
Marketing
Executive

HERTFORDSHIRE
GROWTH HUB



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