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**Greater Cambridge Greater
Peterborough Enterprise
Partnership**

Business Plan 2011/12

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1. LEPs – A new approach to economic growth

This section will:

- briefly set out the Coalition Government's policy in relation to local economic growth
- explain the context of the abolition of RDAs etc
- set out the broad position on the role of LEPs
- explain the process that has led us to this stage

On the 29th June 2010, the government departments of Communities and Local Government (CLG) and Business, Innovation, and Skills (BIS) sent a letter to Local Authorities and business groups, inviting them to start forming Local Enterprise Partnerships.

The government deliberately left areas the freedom to choose an appropriate scale, role, and structure for their partnership.

However, the Local Growth White Paper published on 28th October 2010 set out a number of activities that LEPs could choose to undertake, including:

- Partnership working in respect to transport, housing and planning as part of an integrated approach to growth and infrastructure delivery
- Taking a more strategic role for housing and planning, to help maximise the UK's house building supply response and the wider economic recovery
- Local business regulation
- Supporting high-growth businesses, for example through involvement in bringing together and supporting consortia to run new growth hubs
- Setting strategic priorities
- Becoming involved in the delivery of other national priorities such as digital infrastructure
- Working with universities and social enterprises
- Strategic housing delivery, including pooling and aligning funding streams to support this

Since then, the importance of LEPs has grown, with Government increasingly looking to LEPs to take a lead role in sub-national economic growth.

Giving LEPs the role of choosing which Enterprise Zone they wish to promote, and, if successful, the role of allocating within the whole LEP area the business rate income that will flow from it is one such example.

2. Greater Cambridge Greater Peterborough Enterprise Partnership – our Vision

The Greater Cambridge Greater Peterborough Enterprise Partnership (GCGP LEP) has been established as the area's Local Enterprise Partnership (LEP) following the successful development of a Proposal to Government in Summer 2010.

The LEP has been created to help drive forward sustainable economic growth in our area – with local business, education providers, the third sector and the public sector working together to achieve this GCGP LEP is now one of over 30 LEPs established. It is clear from policies and comments from Senior Ministers that LEPs will have a key role in stimulating and growing local economies.

Having undertaken consultation with stakeholders across the LEP area and discussions within the newly formed GCGP LEP Board we have agreed the following Vision for the partnership:

“To drive sustainable growth across our internationally renowned economic area”

3. Mission

Our mission is:

“to create an economy which delivers significant growth in private sector businesses and jobs over the next 15 years in an internationally significant low carbon, knowledge-based economy balanced wherever possible with advanced manufacturing and services.”

4. Our approach

i) Composition of the GCPEP Board

Our Board meets once a month to make decisions and take a strategic overview of the Enterprise Partnership’s work. The Board consists of 14 individuals drawn from the core stakeholder groups interested in driving forward the local economy. The Board is structured with 7 Private Sector representatives (including the Chair), 5 Local Authority representatives, 1 Education and 1 Third Sector representative.

Our Board members are:

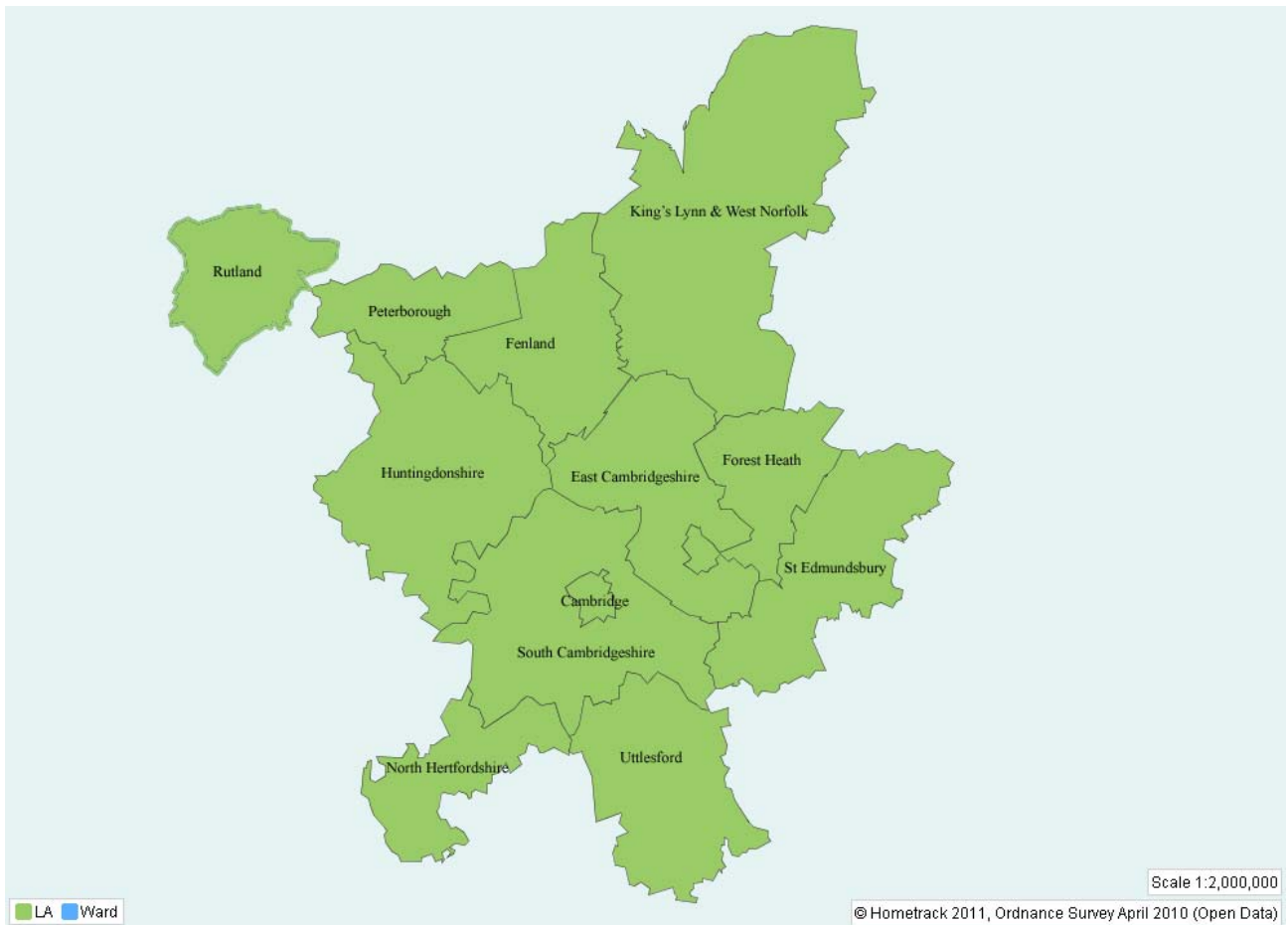
- [Neville Reyner CBE DL](#) - Chair of the Board – Chair of Anglia Components Limited
- [Professor Mike Thorne PhD](#) - Vice Chancellor of Anglia Ruskin University
- [Dr Lynn Morgan](#) - CEO of the Arthur Rank Hospice Charity
- [Allan Arnott OBE](#) - Operations Director at Caterpillar’s Industrial Power Systems Division
- [Professor Sir Richard Friend FRS FREng](#) - Experienced businessman and Cavendish Professor of Physics at the University of Cambridge
- [Mark Reeve CITB](#) - Managing Director of Chalcroft (Construction), King’s Lynn
- [Trevor Ellis](#) - Chairman of CS Ellis Group (Haulage), Rutland
- [John Bridge OBE](#) - Chief Executive of the Cambridgeshire Chambers of Commerce
- [Dr Robert Swann PhD](#) - Entrepreneur specialising in technology and high-tech start-up companies
- [Cllr Nick Clarke](#) - Leader of Cambridgeshire County Council
- [Cllr Marco Cereste](#) - Leader of Peterborough City Council
- [Cllr Sian Reid](#) - Leader of Cambridge City Council
- [Cllr Terry King](#) – Portfolio Holder for Corporate Services at Rutland County Council
- [Cllr Ian Bates](#) – Huntingdonshire District Council

Our LEP area

Our area currently has a population of 1.3 million people, which is estimated to grow to 1.5 million by 2031. The area is also currently home to 700,000 jobs, 60,000 enterprises and generates £30 billion per annum.

The area covered by our LEP is an economic geography and is not constrained by artificial administrative boundaries. It is centred around the complementary functional economic areas of the cities of Cambridge and Peterborough and their travel to work catchment areas, together with neighbouring market towns with their own distinctive economic roles.

Our area makes a significant positive contribution to the UK economy and is home to a unique set of inter-connected clusters with potential for significant growth in areas of business where the UK retains a comparative advantage and so can tap into major new markets for export.



5. Barriers to Growth

The LEP Board has identified some of the main barriers to growth in our area. These emerged from the conclusions of the first LEP Summit held in November 2010, and developed through the work of the LEP Project Board.

The main barriers are set out below:

- Skills shortages
- Physical infrastructure deficits (especially transport)
- Weak broadband infrastructure

- Lack of funding
- Planning constraints
- Lack of housing/affordable housing
- Lack of leadership/coherent voice for our area
- Loss of business support

6. Priority Areas of Focus

The LEP's five Priority Areas of Focus have emerged from an analysis of the barriers to growth set out above, and what we could do by working collaboratively across our area and across sectors to tackle them.

The five priority areas of focus are:

1. Skills and Employment
2. Funding, including EU Funding
3. Developing a strategic economic vision including high level infrastructure, housing and strategic planning
4. Supporting high-growth potential businesses and clusters
5. Engaging with Government/European Commission on key issues within the LEP remit

7. GCGP LEP Work Programme

This section identifies the actions GCGP LEP are seeking to address during 2010/11, linked to the priority areas of focus set out above.

i) Skills and Employment

Issue	GCPEP Action	Timescales	Lead	Resource required
To ensure that local businesses have access to an appropriately skilled workforce	Skills Sub-group set up to steer the work. Understand and map private sector demand for skills over short and medium term through engagement with employers, Job Centre Plus and sector skills councils		Neil Darwin	Core Team resource. Input from JCP and sector skills councils.
	Work with education and training providers to ensure that provision matches private sector demand – challenge Government if funding structures hamper this			
	Build relationships with Schools and Colleges to develop a business mentor programme that encourages greater awareness of career opportunities			

ii) Increasing funding coming into the LEP area, including EU funds and inward investment

Enterprise Zone	Bid for Enterprise Zone status	Summer 2011	Alex Plant	Core team. Support from local authorities and developers.
Increase EU	Develop a programme for	Over	Alex Plant	Core team. East of England

funding opportunities	bidding into EU funding sources that we have a good chance of accessing	Autumn 2011		Brussels Office. Local Authorities. Universities. Department for Communities and Local Government. BIS Local.
Increase inward investment	Develop a convincing “offer” for GCGP and adopt a system that maximises inward investment leads and allows for effective enquiry handling	Autumn 2011	Neil Darwin	Core team. Work with UKTI, existing groups active in inward investment activity

iii) **Developing a strategic economic vision including high level infrastructure, housing and strategic planning**

Issue	GCPEP Action	Timescale	Lead	Resource required
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iv) **Economic development and support for high growth potential businesses and clusters**

Issue	GCPEP Action	Timescales	Lead	Resource required
Ensure that all businesses across the GCGP LEP area have access to high quality support that supports the delivery of economic growth	Provide evidence for High Growth support to potential ‘Business Coaching for Growth’ providers		Neil Darwin	
	Influence providers to deliver appropriate services that benefit the LEP’s high growth businesses			
	Work closely with the Technology Strategy Board to ensure that High Growth	Ongoing	Laura Halstead	Website Twitter feed E-newsletter?

Businesses are signposted to Innovation support and grant opportunities			
Set up sub-groups for high-growth potential clusters/sectors			
Identify connections that connect 'ideas' to manufacturing production across the LEP area			
Work with banks and other finance providers to improve the ability of high-growth potential businesses to access development finance			

v) Engaging with Government/European Commission on key issues within the LEP remit

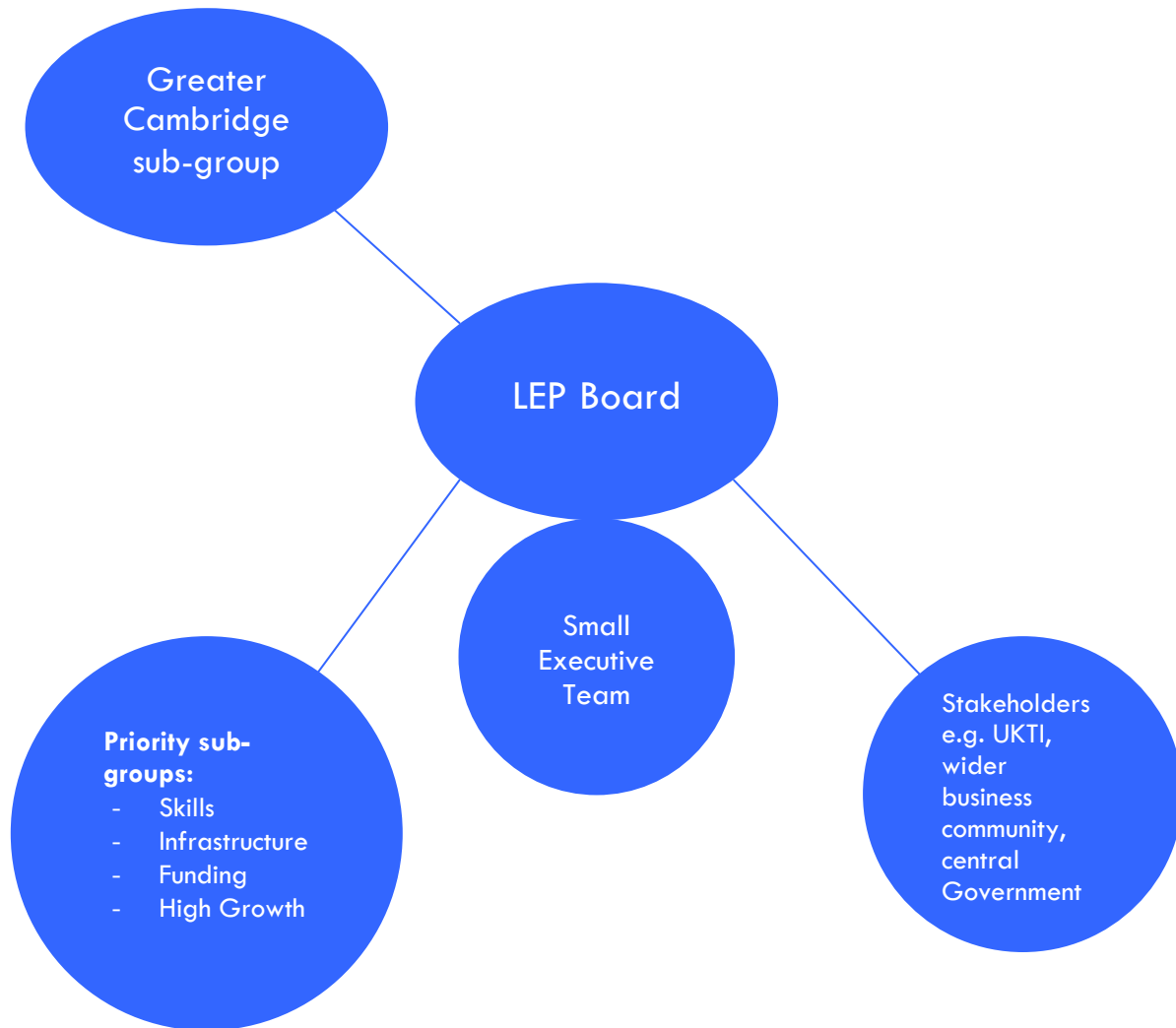
Engaging with Government/European Commission on key issues within the LEP remit	To be confirmed		Chairman & Directors	Meetings to be confirmed
Engaging with stakeholders and the wider business community	<p>Ensure local businesses have the opportunity to engage with the LEP.</p> <p>Share information with partners in a regular and accessible format.</p> <p>Promote the good work of the LEP via the media and social media channels.</p>	Ongoing	Laura Halstead	<p>Website</p> <p>Press releases</p> <p>Twitter</p> <p>Events</p> <p>Bi-weekly updates</p> <p>Support from local authority, and other, communications and economic development teams.</p>

vi) **Responding to Economic Shocks**

Issue	GCPEP Action	Timescales	Lead	Resource required
Develop an infrastructure that enables the LEP to provide support to businesses/ institutions/areas that face significant job losses	Establish a sub-group that brings together to provide support on occasions where job losses are experienced		Neil Darwin	
	Ensure that LLEP is effectively communicating its priorities to stakeholders	Ongoing	Laura Halstead	Website Twitter Events Bi-weekly updates
	Align a range of services provided by third parties that will ensure early response to future employment shocks			

8. GCGP LEP Operating Model

Following the GCGP LEP Strategy Away Day the Board have agreed the following Operating Model for the partnership. The model recognises the funding available to the partnership and the key linkages that are required for optimal delivery.



9. GCGP LEP Resources 2011/12

Discussions with partners and stakeholders have assisted in establishing the following resources for the Greater Cambridge Greater Peterborough Enterprise Partnership during 2011/12.

Source	Total
Local Authority Contributions	£118,500
LEP Capacity Fund	£48,000
LEP Start-up Fund	£220,500
Transition funding	To be confirmed
In Kind contribution	6 months of part time input from AP/ND/LH confirmed as minimum – from CCC/PCC respectively)
Total	To be confirmed (running total £387,000)