

**PROPOSED RESPONSE TO THE GREATER CAMBRIDGE GREATER
PETERBOROUGH ENTERPRISE PARTNERSHIP (LEP's) GROWTH PROSPECTUS
FOR GREATER CAMBRIDGE GREATER PETERBOROUGH**

To: **Cabinet**

Date: **2 October 2012**

From: **Executive Director: Economy, Transport and Environment**

Electoral division(s): **All**

Forward Plan ref: **Not applicable** *Key decision:* **No**

Purpose: **To respond to the strategic priorities proposed in the Greater Cambridge Greater Peterborough Enterprise Partnership's (LEP) draft Growth Prospectus.**

Recommendation: **Cabinet endorse and submit to the LEP the proposed comments made in relation to the strategic priorities (and related actions and programmes) in the Local Enterprise Partnership's Growth Prospectus.**

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1. BACKGROUND

- 1.1 The Greater Cambridge Greater Peterborough Enterprise Partnership (LEP) has recently published its draft Growth Prospectus for consultation. The deadline for responses is 9th October. The document, economic baseline evidence report and data sets can be viewed at:
www.yourlocalenterprisepartnership.co.uk/growthprospectus
- 1.2 The Growth Prospectus sets out strategic priorities and actions for nine themes of activity, together with the LEP's proposed role in implementation across these themes. Consultation on the Growth Prospectus is seeking views on how the prospectus reflects partners' needs and opportunities. Following the submission of consultation responses the aim of the LEP is to develop a succinct finalised growth prospectus with a realistic number of key projects and programmes of activity.
- 1.3 The document stresses that it is a shared strategy and the LEP wishes to collaborate with businesses, voluntary and social organisations, local authorities and stakeholders to help shape innovative new ways to further the economic growth and prosperity of our local area.

2. MAIN ISSUES

Overall approach

- 2.1 The Growth Prospectus proposes 37 strategic priorities, which have been derived from the available evidence compiled across 9 themes of activity, with a range of suggested actions and programmes for addressing each priority. The themes and priorities are listed in the annex to this paper. Consultees are asked to choose one or two priorities from each theme or suggest appropriate alternatives.
- 2.2 Given the clear Council objective of "being open for business", and the priority of 'developing the local economy for the benefit of all' together with the recently endorsed policies relating to skills, apprenticeships and child poverty/worklessness, it is difficult to give a low rating to many of the suggested priorities. However by appreciating that it is essential to work with the limited resources available to both the LEP and its partners, some prioritisation needs to be undertaken. The LEP has identified that given these limitations, its role in implementation of the selected priorities and actions will be primarily focused on a mix of the following:
 - Leadership and advocacy
 - Signposting
 - Collaboration
 - Research and intelligence
 - Selective funding (primarily of co-financing and pilot initiatives)
- 2.3 There is some overlap in the coverage of the strategic priorities e.g. broadband delivery, as well as being a theme in its own right also features in the Alconbury Enterprise Zone and Place themes, but overall they are fairly discrete and comprehensive. Most also appear to have a LEP wide relevance or potential benefit, although a few will probably require a national approach to addressing the issue, rather than just local action.
- 2.4 One significant dimension that is missing from both the themes and strategic priorities is any reference to the contribution that the cultural sector can make to the LEP area's growth and development. However maintaining the area's

quality of life and natural heritage is mentioned in the Place theme, and perhaps this could be addressed within this component of the prospectus. Also no indication is given in the document as to which partners or agencies might lead on the delivery of the actions and programmes and this is something which should be addressed once the final choice of priorities is made.

Selection of Priorities

- 2.5 As the consultation requires a clear preference of priorities to be expressed within each of the sections, working with the relevant Cabinet Member, those that most closely fit with this Council's vision and priorities have been identified. These are shown underlined and in bold in Appendix 1 alongside all of the other priorities that have been identified in the Growth Prospectus. Members' views are sought on whether these, or others, should be advocated as of most significance in our response to the LEP.

3. ALIGNMENT WITH PRIORITIES AND WAYS OF WORKING

3.1 Developing the local economy for the benefit of all

Given its purpose, all 9 themes and 37 strategic priorities within the document are intended to contribute to achieving the goal of job and business growth within the LEP's economy, and thereby potentially benefitting all.

3.2 Helping people live healthy and independent lives

There are no significant implications for this priority.

3.3 Supporting and protecting vulnerable people

There are no significant implications for this priority.

3.4 Ways of Working

Given the Council's role as a key partner in the LEP, there are potential implications for each of the characteristics of our Ways of Working, following adoption of the final growth prospectus:

- *Developing our leadership role – the Council may be asked to lead certain actions/programmes particularly around its key role in education, transport and broadband delivery;*
- *Working at the local level – certain actions under the Place and Enterprise Zone theme are likely to require close working with local partners;*
- *Investing in growth – the Council's commitments to investment in core infrastructure improvements are likely to be key actions in the final version of the prospectus.*

4. SIGNIFICANT IMPLICATIONS

4.1 Resource and Performance Implications

There are unlikely to be significant resource implications for the Council arising from the draft prospectus, beyond those already made for infrastructure improvements.

4.2 Statutory, Risk and Legal Implications

There are no significant implications from the draft prospectus.

4.3 Equality and Diversity Implications

There are no significant implications from the draft prospectus.

4.4 Engagement and Consultation Implications

There are no significant implications for any of the prompt questions within this category, although where the Council could lead actions from the prospectus at the local level, there are likely to be engagement/consultation implications.

4.5 Public Health Implications

There are no significant implications from the draft prospects.

Source Documents	Location
Greater Cambridge Greater Peterborough Growth Prospectus	A Wing 3 rd Floor Castle Court Shire Hall, Cambridge

APPENDIX 1– LEP GROWTH PROSPECTUS THEMES AND STRATEGIC PRIORITIES

THEME	STRATEGIC PRIORITY
Enterprise	<ul style="list-style-type: none"> ○ <u>Providing better access to enterprise finance</u> ○ Boosting start-up rates ○ <u>Promoting and enabling growth enterprises</u> ○ <u>Support for voluntary and social enterprise sector</u> ○ Business growth and diversification in rural areas
Science, Innovation and Industry	<ul style="list-style-type: none"> ○ ‘Make it here’ – a campaign and programme to promote manufacturing in our area ○ <u>Innovation adoption: capturing local business benefits from innovation</u> ○ Financing technology and innovation ventures ○ Promote and champion our world leading capabilities and track record
Skills & Employment	<ul style="list-style-type: none"> ○ <u>Employer led skills provision</u> ○ A better informed, better functioning market for skills ○ <u>Improving skills attainment amongst young people and adults</u> ○ Developing the capacity for education and training ○ Access to employment ○ <u>Addressing the lack of preparedness of young people for work</u>
Transport	<ul style="list-style-type: none"> ○ <u>A greater share of the national transport funding pot to support investment in growth and regeneration</u> ○ <u>Development of innovative funding mechanisms for transport investment</u> ○ Reliable and efficient road and rail freight routes between the east coast ports and the midlands ○ Fully supported passenger and freight access at Stansted airport including routes to us ○ Executive travel and improved passenger service from Cambridge airport ○ One hour door to door rail access to London markets
Broadband	<ul style="list-style-type: none"> ○ <u>Deliver superfast broadband throughout the GCGP area</u>
Housing	<ul style="list-style-type: none"> ○ <u>Securing adequate market housing and affordable housing</u> ○ Addressing problems of access to mortgage finance ○ Address the capability and capacity gaps in the construction industry
International	<ul style="list-style-type: none"> ○ <u>Securing international investment in the GCGP economy, whether through expansions of existing firms, or attracting new ones</u> ○ <u>Improving international profile and branding of our area and its local economies</u> ○ Enterprises benefit from opportunities in the international economy
Alconbury Enterprise Zone	<ul style="list-style-type: none"> ○ <u>Deliver an Enterprise Zone with accommodation to meet market needs in identified key sectors to support the wider LEP economy</u> ○ Creating a range of incentives to benefit business ○ Superfast Broadband secured ○ Taking advantage of connections and relationships to

	other key employment sites ○ Using our international reputation to capture investment
Place	○ <u>Ensuring that the economic needs of rural areas are given prominence</u> ○ <u>Better connecting opportunity and need through enhanced transport and broadband access</u> ○ An economic future for GCGP's market towns ○ Developing strategic employment sites