

## 8. CAMPAIGNS (LWH)

### FOR DECISION

#### Summary: for decision

1. The board are requested to endorse the proposal to launch the “Make it here” campaign in 2012/13.

#### Background

2. At the May Board meeting we proposed the LEP takes a leading role in delivering a small number of high profile campaigns linked to our key barriers to growth/ local initiatives. As requested, we are bringing back a small number of options to review in greater detail to select our first campaign from.
3. The potential campaigns are:
  - **Make it here** – A campaign suggested by the Science Innovation and Industry Council (SIIC) group. Our area has a strong track record for innovation, but often these ideas are manufactured outside our area or even abroad. The premise of the campaign is that the UK is good at making things. Over the last year there has been a growing appreciation of the importance of manufacturing to the UK and a growing recognition that we still have many of the skills and capabilities necessary to support an advanced manufacturing economy. This short, sharp campaign seeks to harness and grow these strengths. We will achieve this by bringing together manufacturing businesses and their customers, providing opportunities to build new business partnerships in manufacturing via a series of early evening events.
  - **A14 improvements** – Working closely with a range of partners already involved in the campaign to improve the A14 (including local authorities, Cambridgeshire Chamber of Commerce and others) we will help to reinforce the economic and business case for the A14 upgrade both within the press and via Government.
  - **Broadband** – With local Broadband campaigns at various stages, the LEP would seek to raise awareness of these individual campaigns and make a case for superfast and ultrafast broadband across our entire area, at the same time as continuing to lobby in terms of the economic benefits and rural agenda.
  - **Careers and enterprise in education** - local businesses have been telling us that young people are lacking an awareness of what it means to be an employee at the same time as funding for careers advice, including work experience, is being reduced. The LEP would therefore seek to campaign and engage with government in its consultation to widen careers advice from 14-16 to 12-19 age range. To achieve not just a widening of delivery, but to lobby for strict business and enterprise led careers guidance to be embedded into the curriculum in our schools.

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