



**CAMBRIDGESHIRE
& PETERBOROUGH**
COMBINED AUTHORITY

OUR ACHIEVEMENTS

2024/25





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WELCOME

CHIEF EXEC FOREWORD – FOUNDATIONS FOR DELIVERY. AND READY FOR MORE

The past year has been a turning point for the Combined Authority. A period of transformation has set us up for a new phase in how we deliver, how we work with others, and how we make a real, tangible difference in our communities.

Through a clear, independently monitored improvement process – and a deep commitment from across the organisation – we've fixed our governance, brought in stable, permanent leadership and invested in our capacity to deliver. We've embedded our CIVIL culture change and committed to the continuous improvement we describe as 'Better Never Stops'.

A watershed endorsement of that work came on 9th September, when the Government decided not to renew the Best Value Notice placed on the authority.

But it's the achievements set out in this report which show how far we've come. And they are a testament to everyone who has stepped up and shown what this authority can be when we work with our values of Collaboration, Integrity, Vision, Innovation and Leadership at heart.

We've introduced new and improved bus services alongside the launch of the trailblazing Tiger Pass, offering £1 fares for under-25s and already being used in a million journeys. We delivered a major consultation on bus franchising, a crucial step in enabling the landmark decision in February to franchise our bus system.

We're now on the front-foot showcasing our region's dynamic, nationally important economy. We made our first appearance at the renowned UKREiF investment conference and have hosted events locally and in Westminster to bring partners together in the drive for sustainable growth.

Our partnership working has improved demonstrably. The agreement of a Shared Ambition across Cambridgeshire and Peterborough, setting out a better future for the region to 2050, marked a renewed sense of collective vision with our constituent councils and stakeholders. And we've signed a Strategic

Place Partnership with Homes England – a shared commitment to helping accelerate new housing.

And with completion of high-profile projects like The Lab, the stunning new phase at ARU Peterborough, we are also seeing real, high-impact investments which support growth and opportunity.

Government wants Mayoral Combined Authorities to help deliver national renewal, enabled by a 'devolution-first' ambition.

The progress we've made this year shows we're ready. We've built strong foundations, enabled delivery capacity and set a clear sense of purpose.

And because Better Never Stops, we'll build on this momentum for 2025/26, with our new Mayor and with our partners, for the benefit of every resident, business and community in our region.



Rob Bridge
Chief Executive

A handwritten signature in dark ink, appearing to read 'Rob Bridge'.



WHO WE ARE

The Cambridgeshire and Peterborough Combined Authority was created in 2017 after an historic agreement between the UK Government and the seven councils that together make up the Combined Authority (Cambridge City Council, Cambridgeshire County Council, East Cambridgeshire District Council, Fenland District Council, Huntingdonshire District Council, Peterborough City Council and South Cambridgeshire District Council).

The aim of the agreement was to devolve decisions away from Westminster so they can be made by the communities they affect.



We have a range of responsibilities including transport, infrastructure, planning, economic growth, business support and adult education. We receive our funding in several different ways, including devolved funding for transport and skills and a £20m-a-year funding allocation from the Ministry of Housing and Communities and Local Government to grow the economy.

We play an important role in both developing bold, ambitious plans, better transport, improved skills for all and growing our crucial economic sectors, while also being responsible for delivering projects on the ground. We also advocate for and represent the region to bring in investment and funding to grow the economy for the benefit of all. We work to make Cambridgeshire and Peterborough greater than the sum of our parts and believe that accountability to the people of this region ensures we are always focused making a real, measurable difference to lives.

The Combined Authority model allows us to collaborate with our local councils to make collective decisions and work with other partners including businesses, the universities, the health sector and more, to jointly grow our region, and to tackle inequalities and the impact of climate change.

We are held to account by the Mayor and representatives from the seven councils of the Combined Authority, who sit on committees that support the final decisions of the Combined Authority Board. Our board is made up of the leaders and representatives of our seven councils, the Chair of our Business Board, the Police and Crime Commissioner, Chairman of the Fire Authority, and Chair of the NHS Cambridgeshire and Peterborough Integrated Care Board. Our Board is chaired by the directly elected Mayor, voted in by Cambridgeshire and Peterborough residents every four years. This Annual Report illustrates how together we are growing the local economy and providing better jobs, housing, skills and transport for our residents.



ACHIEVING GOOD GROWTH

Our goal for 2024/2025 was to cultivate a resilient and sustainable economy that is socially inclusive, environmentally conscious and globally competitive.





LOCAL GROWTH PLAN

The Government's objective for Local Growth Plans is to drive economic development by prioritising key sectors. Our existing economic strategy highlights our strengths in areas like Life Sciences, Advanced Manufacturing and Agri-Technology. Through strategic investment, the Local Growth Plan aims to grow the region's economy.

Cambridgeshire and Peterborough Combined Authority is collaborating with the government to develop a Local Growth Plan for submission in Summer 2025. A key focus is establishing an agreement between the government and CPCA on the priority economic sectors that require targeted support.

GROWTH HUB

Funded by Cambridgeshire and Peterborough Combined Authority, The CPCA Growth Hub serves as a vital link, connecting businesses across the region with essential support, funding opportunities and expert guidance.

Our dedicated team provides tailored advice to businesses at any stage – whether you're launching a start-up or scaling your operations. By streamlining access to key resources through an extensive knowledge base and direct support from our experienced advisors, The Growth Hub makes business growth more achievable.

The 24/25 period saw a significant increase in X, ensuring our services are more accessible than ever for those starting or running a business in the region. Additionally, our offerings have been shaped by the UK Shared Prosperity Fund (pg x) and the Rural England Prosperity Fund (pg x), which provide additional grant opportunities across various local authority areas. Find all available grants here: <website>



CAMBRIDGESHIRE
& PETERBOROUGH
COMBINED AUTHORITY

Delivering an International Railway Terminal for Peterborough Station



Mike Rigby
Chief Executive
Eastern



Kingsey
Chair, CPCA
Board



Justin
Executive



Gladstone



Richard Blissett
Director



UKREiIF 2024

The UK Real Estate Investment and Infrastructure Forum (UKREiIF) is a premier platform dedicated to unlocking investment, driving regeneration and driving development across the UK to accelerate economic growth. For the second consecutive year, Cambridgeshire and Peterborough will participate in UKREiIF to engage with influential figures to spotlight the region's potential.

As a pivotal event in the UK's built environment calendar, UKREiIF attracts a diverse array of stakeholders, including developers, investors and public sector leaders to explore investment opportunities. The event, scheduled for 20 – 22 May in Leeds, provides Team Cambridgeshire and Peterborough with a vital platform to showcase the region's investment potential to key stakeholders.

Team Cambridgeshire and Peterborough – comprising the Combined Authority and its seven Constituent Councils – will return to UKREiIF with an engaging three-day programme featuring:

- Expert panels discussions on key industry trends
- Thought-provoking discussions with leading professionals
- Strategic networking sessions aimed at fostering valuable connections to attract investment.

With an expected attendance of more than 16,000 investment delegates, the pavilion will serve as a dynamic space to highlight the region's economic strengths and abundant growth opportunities.

With Government challenges for UK Mayors to drive regional growth to turbo charge the economy, Team Cambridgeshire and Peterborough will present its ambitious vision for the region's future to major investors, showcasing it as a prime destination for investment and a vibrant hub for living, working and thriving.

Following last year's successful participation, which resulted in 300 leads and sign-ups, Team Cambridgeshire and Peterborough are poised to build on this momentum – presenting their vision for the region's future and reinforcing its status as a prime destination for investment, business and sustainable development.

In alignment with the UK Government challenge for regional Mayors to drive economic growth, Cambridgeshire and Peterborough will seize this opportunity to showcase its bold investment agenda.

UKREiIF WARM UP EVENTS (CAMBRIDGE AND WESTMINSTER)

In anticipation of UKREiIF 2025, Team Cambridgeshire and Peterborough hosted two 'Driving Growth' warm up sessions to emphasise the region's pivotal role in accelerating economic growth at a national level. These events served as key opportunities to engage stakeholders, discuss strategic priorities and generate momentum ahead of the main conference.

The first warm-up session took place in Westminster, where a parliamentary reception gathered over 60 delegates from businesses, start-ups, and local government. This prestigious event featured high-profile panelists who shared valuable insights on advancing the region's strategic growth objectives. The discussions reinforced Cambridgeshire and Peterborough's position as a driver of national economic development, fostering collaboration among key stakeholders.

The second event, held at Cambridge Novotel, provided a more localized platform to continue the conversation in preparation for UKREiIF. With over 80 delegates in attendance, this session focused on panel discussions covering crucial themes such as the future of life sciences and the region's growing influence within UKREiIF. The event offered a dynamic forum for knowledge exchange, ensuring participants were well-prepared for meaningful engagements at the upcoming conference.

Both events played a significant role in generating enthusiasm and reinforcing Team Cambridgeshire and Peterborough's commitment to showcasing investment opportunities across the region. As CPCA prepares to present a diverse range of investment prospects at UKREiIF, these warm-up sessions have strengthened stakeholder engagement and set the stage for a successful conference.

With two impactful pre-events successfully executed, Team Cambridgeshire and Peterborough are fully prepared for UKREiIF in May. The momentum gained through these discussions will enable the region to demonstrate its strengths, attract investment, and drive economic growth on a national scale.

Supporting key sectors – include sector leads – Tim Bellamy

As part of the Economic Growth Strategy for the region, the Combined Authority is supporting some of the region's key industrial sectors, supporting business, innovation and jobs.

They have recently employed dedicated sector leads who work tirelessly to support businesses and attract inward investment.



SECTOR LEADS

Nykki Rogers – International Trade and Investment Manager

Paul Gibbons – Economic Growth Champion: Advanced Material and Manufacturing

Emmanuel Ogbonna – Economic Growth Champion: Business Decarbonisation and Green Technology

Anne Wardle – Economic Growth Champion: Agri-Tech, Food and Drink Technologies

Duncan Palmer – Economic Growth Champion: Life Science

Juliet Goldsmith – Economic Growth Champion: Digital.



PETERBOROUGH STATION QUARTER

The Peterborough Station Quarter is set to become a dynamic new district within this ambitious and evolving city of Peterborough. Designed to create a welcoming network of public spaces, the development will integrate a blend of modern homes and cutting-edge office spaces – connected by high quality rail and bus links, as well as safe cycling routes. As a gateway to Peterborough and the wider region, this project will redefine urban connectivity.

The Combined Authority and Peterborough City Council have secured a significant government investment of £47,850,000 for the first phase of the transformation. The full business case has been submitted for approval to the Department of Transport, with a decision expected in Summer 2025.

This investment will deliver a new western entrance, alongside major enhancements to the existing entrance, including a vibrant new station square and improved active travel infrastructure. These upgrades will ease congestion on key routes into the city while expanding green spaces enriched with biodiversity and dedicated community areas. Enhanced pedestrian and cycle connections between the bus station and the city centre will boost accessibility, promote active travel and contribute to reducing carbon emissions.

Encouraging greater use of rail travel, Peterborough Station Quarter will stimulate local and regional economies, freeing up land for commercial and residential development. By attracting inward investment and supporting high-skill industries, this project will help position Peterborough as a hub for innovation and economic growth. With the Full Business Case submitted, momentum will continue as soon as approval is secured.



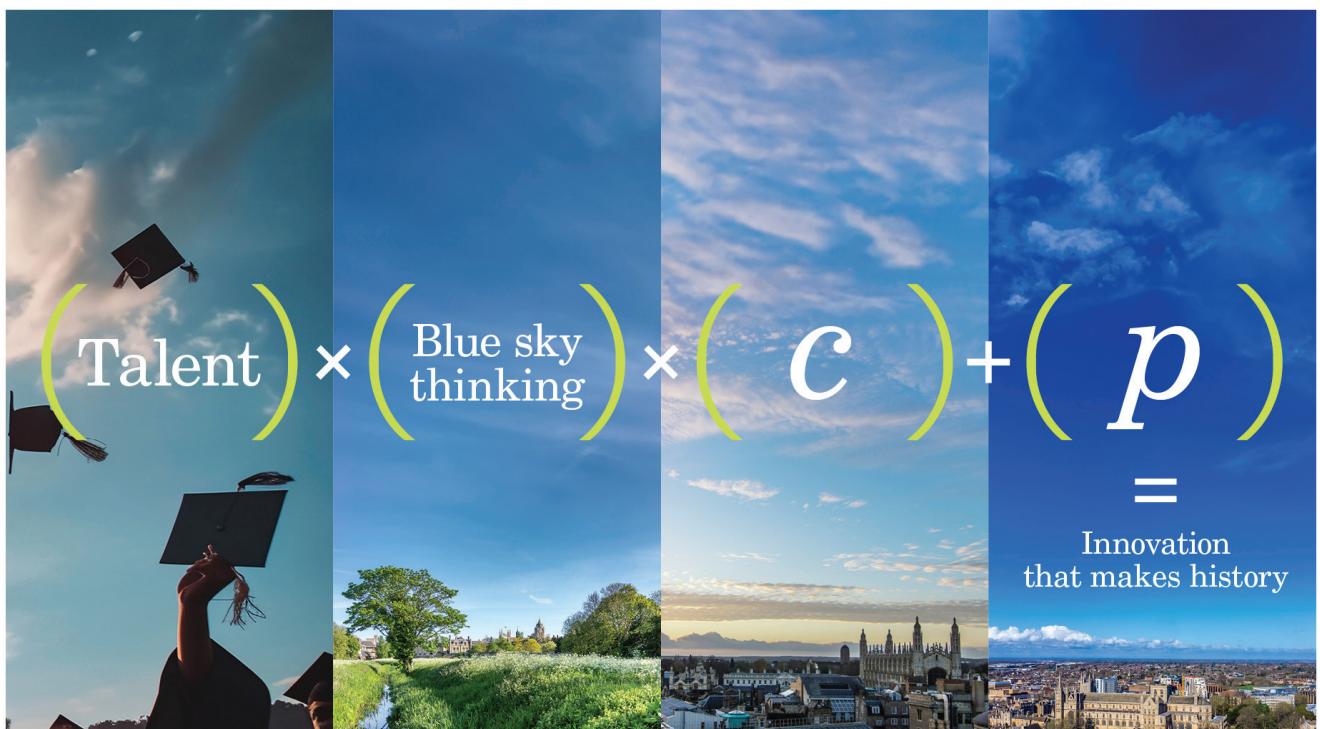
INNOVATE CAMBRIDGE BRANDING COLLAB

Launched in 2022, Innovate Cambridge is a locally driven initiative dedicated to shaping a bold, inclusive, forward-thinking vision and strategy for the region. Its mission is to ensure that Cambridge remains Europe's leading innovation ecosystem, championing the UK on the global stage.

The initiative is strengthened by a collaboration with key partners including the University of Cambridge, Cambridge Enterprise, Cambridge Innovation Capital, Cambridge City Council, Cambridgeshire and Peterborough Combined Authority and Anglia Ruskin University. Additionally, it is backed by a network of more than 200 organisations and 500 influential stakeholders, allowing a robust foundation for transformative growth.

With an ambition to make Cambridge the world's premier destination for groundbreaking discoveries and their successful transition into world changing enterprises, Innovate Cambridge has set ambitious targets: doubling venture capital investment, doubling the number of science and innovation companies, and creating 60,000 net new jobs.

Announced by Sir Patrick Vallance in March, Innovate Cambridge is guided by a distinguished Advisory Council – comprising global pioneers in technology and science – who are committed to propelling Cambridge's evolution into a global hub of responsible innovation, driving economic growth and meaningful societal impact.





MAYOR INNOVATION EXCHANGE

In January 2025, elected Mayors across the UK launched the 'Mayoral Innovation Exchange', a new initiative designed to foster collaboration, drive innovation and facilitate the sharing of best practice between mayoral combined authorities. In January and hosted by South Yorkshire by Sheffield Hallam University.

This marked the first gathering of the UK's elected mayors since the publication of the English Devolution White Paper in December 2024. The White Paper emphasised the importance of collaboration among local authorities, positioning them at the forefront of efforts to stimulate economic growth and improve living standards nationwide.

Discussions during the exchange focused on key policy areas, including:

- **Utilisation of Data to Address Health Challenges** – exploring strategies for leveraging data to enhance public health outcomes.
- **Environmentally sustainable public transport** – examining approaches for procuring eco-friendly fleets to support sustainable urban mobility.
- **Alignment of Local Skills Systems** – identifying methods to ensure workforce development aligns with the delivery of essential infrastructure, such as new housing.

Cambridgeshire and Peterborough Combined Authority reiterated its commitment to strengthening regional collaboration, emphasising the potential for joint initiatives to enhance public services and bolster economic growth. Particular attention was given to supporting investment in innovative industries, including life sciences, advanced manufacturing, engineering, and agri-tech. Innovation also remains central to the recently agreed Shared Ambition for the region, a long-term strategy aimed at making Cambridgeshire and Peterborough a thriving place over the next three decades.

Findings from the Mayoral Innovation Exchange will inform the ongoing work of combined authorities, shaping key priorities in health, skills development, and transport. Additionally, insights gained from the exchange will contribute to collective mayoral efforts to influence central Government regarding the devolution agenda.

The next Mayoral Innovation Exchange is scheduled to be hosted by the North East Mayoral Combined Authority.

MINISTER FOR INVESTMENT VISIT

In February 2025, Business and Trade Minister Baroness Poppy Gustafsson visited the region to explore initiatives aimed strengthening the local economy. During the visit, the Minister toured Paragraf, a pioneering graphene-based electronics company based in Huntingdonshire. As the first company to mass produce graphene-based electronic devices, Paragraf represents a significant advancement in technological innovation.

Further discussions focused on strategies to attract new businesses and foreign investment into Cambridgeshire and Peterborough, including plans for a dedicated employment site designed to encourage international interest. The Cambridgeshire and Peterborough Combined Authority (CPCA) plays a crucial role in attracting inward investment at both national and global levels, building partnerships with government bodies, investors and businesses. Additionally, efforts are underway to support fast-growing companies in scaling and expanding with the region, further solidifying Cambridgeshire and Peterborough as dynamic hubs for business innovation and growth.

SOCIAL MEDIA GROWTH



Cambridgeshire and Peterborough Combined Authority maintains a strong digital presence across social media, actively engaging with audiences through multiple platforms. Operating on Facebook, LinkedIn, X, YouTube, Instagram and have recently expanded our reach by launching accounts on TikTok and NextDoor.

Our content strategy is tailored to each platform, ensuring optimal engagement and relevance. We have increased the use of video to enhance audience interaction and maintain a consistent conversational tone across all communication platforms. Additionally, we prioritise timely responses to comments and messages, ensuring an active and connected community.

Analysis of social media performance indicates significant growth across multiple channels, see below:

Platform	Growth Percentage	Total Followers
Facebook	+8.1%	4500
Instagram	+20.46%	
LinkedIn	+64.6%	7300
X	N/A	3400

Additionally, TikTok's best-performing video has received more than 8,000 views.

CENTRE FOR GREEN TECHNOLOGY

Opening to students in September 2025, the Centre for Green Technology is a £13.5 million cutting-edge facility dedicated to training the next generation of sustainability professionals.

The centre is for students looking to build a career in renewable energy, sustainable construction, or electric vehicle technology, or for employers seeking skilled professionals. The centre offers the latest industry-leading training and facilities to help the next generation succeed.

Nurturing the next generation of green skilled industry professionals in decarbonisation, electric vehicle (EV) technology, Retrofit and low carbon technologies. The Centre will be at the forefront of developing industry-relevant skills training, driving forward a net-zero future.

The Centre for Green Technology has been recognised as a hub of innovation by key figures in Parliament, attracting visits from the Chair of the Science, Innovation and Technology Select Committee Chi Onwurah, and Secretary of State for Science, Innovation and Technology Peter Kyle.

Centre for Green Technology



AMBITIOUS SKILLS AND EMPLOYMENT OPPORTUNITIES

Developing and sustaining a world-class skills system which maximises the potential of our residents, employers, and communities. Delivering a workforce where everyone can succeed according to their talent and their potential and ensuring the skills, tenacity, and resilience of our region enables us to seize opportunities for growth, without leaving anyone behind.



ARU PETERBOROUGH PHASE 3: 'THE LAB'

The launch of ARU Peterborough's latest development, The Lab, marks a step forward for the university.

Officially opened on 28 November 2024, the £32 million building represents the completion of Phase 3 of ARU Peterborough.

The facility, developed in partnership between Anglia Ruskin University, Peterborough City Council, and the Combined Authority, is already providing state-of-the-art facilities for students and apprentices, especially those pursuing careers in science, technology, engineering, and mathematics (STEM).

The Lab contains a microbiology lab, a tissue culture lab, a range of engineering workshops, high quality teaching spaces and the Living Lab, designed to host public engagement exhibits and events.

The impact of The Lab has already been nationally recognised. In March 2025, the building won 'Best Building' at The Pineapples Awards, an award celebrating developments that have made a demonstrable, positive impact on people and place. The award underscores the project's role in not only boosting local skills and employability but also enhancing community engagement and civic pride in Peterborough.

KEY ACHIEVEMENTS

High-Quality STEM Facilities

- Cutting-edge laboratories and engineering spaces are equipping local learners with the technical skills for high-growth sectors.

Winner of the 2025 Pineapples Awards – Best Building, confirming the building's value to the region.



DIGITAL BADGES

Launched in August 2024, Digital Badges are a modern and effective way to store and showcase skills gained through training, internships, and work placements. These verified, visual credentials help individuals demonstrate their achievements and stand out to employers.

Learners can proudly display their digital badges on CVs to highlight skills such as, Communication, Innovation, Self-Motivation, Problem-Solving, Digital Skills, and Internship Readiness.

In March 2025, we introduced the Customer Service Badge, which is open to all individuals across Cambridgeshire and Peterborough

Over 858 Digital Badges have been issued in total, showing the success of the programme.

KEY ACHIEVEMENTS

Successfully launched Digital Badges in August 2024.

Launched Customer Service Digital Badge, open to all individuals in Cambridgeshire and Peterborough in March 2025.

858 Digital Badges have been issued since the programme launched.



INTERNSHIPS

Launched in June 2024, the Internship Programme is creating new pathways into employment by offering residents hands-on experience in areas aligned to their interests and aspirations.

Delivered through the Combined Authority's Growth Works with Skills service, the 13-week programme supports individuals aged 16+ with the right to work in the UK, offering tailored development opportunities and support. The initiative provides a structured, supportive environment that connects candidates with employers.

Since April last year, 111 high-quality internships have been launched with local employers, all offering at least the National Living Wage (for ages 21+) or National Minimum Wage (for ages 16–20). There have been at least 50 internships completed, out of those 72% remained with employer however 90% in total had a positive destination rate overall with employment or entering training/ education/ apprenticeships after the internship has finished.

The scheme also supports local businesses by helping them identify and grow talent from within the community, removing recruitment hurdles and fostering workforce resilience. This strengthens the local economy and contributes to the Combined Authority's broader ambition for achieving good growth.

KEY ACHIEVEMENTS

111 internships have been launched with local employers.

50 internships completed, out of those 72% remained with employer however 90% in total had a positive destination rate overall with employment or entering training/ education/ apprenticeships after the internship.





CASE STUDY



CATHERINE // FITNESS RUSH

One of the most inspiring success stories to emerge from the Internship Programme is that of Catherine McFadzean, a 29-year-old resident of Cambridge, whose life has been transformed by a 13-week placement with Fitness Rush, a fitness business based in Old Hurst, Huntingdon.

Catherine was the first intern to be enrolled in the pilot phase of the programme. During her internship, Catherine not only gained practical skills and workplace confidence but also earned a series of fitness qualifications including Level 1 Active and Healthy Lifestyles, Level 2 Fitness Instructor, and Level 3 Personal Training.

“

After years of struggling with addiction issues, I've gained the confidence and direction to pursue a career in the fitness industry. I have been provided with not only a unique insight into the industry, learnt new skills, but I have also increased my confidence within the workplace and now been offered the chance to secure full time employment.

”

To hear more about Catherine's story, watch her video testimonial here:

<https://www.youtube.com/watch?v=l36r57c4qns>



CASE STUDY



KEATON // ENGINEERING BOOTCAMPS

Keaton Bloodworth, a resident of Cambridgeshire and Peterborough, did a 10 week engineering skills bootcamp at College of West Anglia to do just that.

He chose the course as he knew people already working as engineers, and became curious about engineering as a potential career for him. He then found out about our 10-week engineering bootcamp online and decided to take the leap.

Following the Bootcamp, Keaton went on to explore apprenticeship opportunities in engineering, demonstrating the programme's role in not only building skills but also guiding residents towards long-term career pathways.

“

The course has been very fun. I've learnt quite a bit and the teachers have been great. I've got some really good feedback, it's definitely helped my skills develop.

”

To hear more about Keaton's story, watch his video testimonial here:

<https://youtu.be/sYids8icqSg>

BOOTCAMPS

Since 2021, Skills Bootcamps have been helping residents across Cambridgeshire and Peterborough fast-track their careers through short, flexible training programmes tailored to industry needs. Aimed at adults aged 19 and over, Bootcamps provide up to 16 weeks of training designed to help people into good jobs.

The courses offered include everything from marketing, engineering, leadership skills, construction skills, and data analysis, all provided through a variety of colleges, universities and training providers to ensure high quality learning is provided.

In the last 12 months, we secured £2.4 million in funding to support local people in getting good jobs. This funding is being invested into our Skills Bootcamps, which is in addition to an existing £2.54m already invested in Skills Bootcamps by the Combined Authority.

We have also set up new Skills Bootcamps with partners, including the development of a new Bootcamp with Anglian Water's @one Alliance and ARU Peterborough, designed to provide new recruits with a 12-week programme focused on project delivery. Theory was delivered by ARU Peterborough, while Anglian Water's learning and development team provided practical training. As a result, two participants secured permanent roles within the business.

The impact of Skills Bootcamps continues to be significant. For the most recent Skills Bootcamp courses to date, there 495 learners participating. So far, 153 (31%) have secured an interview for either a new role or a promotion and 59 (13%) have progressed into a new role or a promotion, however as the skills bootcamps run until September 2025 this is likely to increase.

KEY ACHIEVEMENTS

£2.4 million in funding secured to support local people get good jobs.

New Skills Bootcamps developed with partners.

So far, 31% of those taking part in most recent bootcamps have secured a job interview, and 13% have progressed into employment, although this is likely to increase in September 2025.



APPRENTICESHIPS

Apprenticeships remain a vital route into skilled employment for many residents and businesses. However, for many small and medium-sized enterprises (SMEs), the cost of apprenticeship training, on top of other business costs, can act as a barrier to taking on new apprentices.

To help address this, the Combined Authority works in partnership with large employers to share unused apprenticeship levy funds, ensuring that these resources are used. This enables smaller businesses to access fully funded apprenticeship training, making it easier to grow their workforce and invest in new talent.

In the last 12-months, we have received over £500k from large employers like Amazon, BBC, Anglia Home Improvements and Aldi. These funds have supported the training and development of apprentices as well as towards up-skilling existing employees across Cambridgeshire and Peterborough, helping us grow a more skilled workforce across the region.

KEY ACHIEVEMENTS

Helped small businesses access fully funded apprenticeship training, reducing financial barriers.

Received over £500,000 for Apprenticeships.



THE REED EMPLOYABILITY PROGRAMME

Launched in September 2024, the Reed Employability Programme was designed to support unemployed residents of all ages into work. The programme offers personalised support, skills development, and job-matching services to help residents take confident steps toward the labour market.

Originally scheduled to run for seven months until March 2025, however due to the success of the programme a 12-month extension was agreed, meaning it will run until March 2026.

In the first 7-months, the programme achieved 313 programme starts and 75 residents from this group who moved into employment as a result of completing the employability programme.

KEY ACHIEVEMENTS

Due to the success of the programme, it was extended for another 12-months.

Achieved 313 programme starts and 75 residents who moved into employment as a result of completing the programme in the first 7 months.





CASE STUDY

FAMILLE // NAOMI TAYLOR

Cambridge-based marketing and communications agency Famille is one of the many small businesses to benefit from the support of apprenticeship levy transfers facilitated by the Combined Authority. By accessing funding through the Cambridgeshire & Peterborough Levy Pooling Service, Famille was able to take on an apprentice without the financial barrier of training costs.

Naomi Taylor joined the agency as an apprentice and successfully completed her Level 3 Apprenticeship in Creative Content Production. Her skills and growth throughout the programme led to her being offered a permanent role within the business.

Naomi's apprenticeship has significantly enhanced the agency's digital marketing and content creation capabilities, while also providing her with a clear career path, hands-on experience, and the opportunity to grow alongside the business.

Debbie Larrad, CEO and Founder of Famille, said "As a growing digital marketing agency, we saw apprenticeships as a strategic way to build the skills we needed in-house while offering someone a unique opportunity to grow alongside us. By investing time in

recruitment and tailoring the apprenticeship to fit our needs, we were able to shape our apprentice, Naomi, into a key team member who developed valuable skills in niche sectors.

“

It's been a mutually beneficial relationship, and seeing Naomi grow has been incredibly rewarding. We're already considering taking on another apprentice, and it's exciting to think that our former apprentice could help mentor the next generation.

”

To hear more about Naomi's story, watch her video testimonial here:

<https://www.youtube.com/watch?v=AE8wrazMnRg>

To hear more about Famille's story, watch their video testimonial here:

<https://www.youtube.com/watch?v=vmCX4HI-yuQ>





YOUTH GUARANTEE TRAILBLAZER

In November 2024, the Cambridgeshire and Peterborough Combined Authority were recognised as one of 8 Authorities to trial the new Youth Guarantee Trailblazer. This new Government Policy comes from the Get Britain Working White Paper.

The Youth Guarantee Trailblazer stands to test new ways of supporting young people aged 18-21 into employment or training, by bringing together and enhancing existing programmes in partnership with local areas.

The Combined Authority and its partners have been tasked with defining local challenges and developing innovative approaches to engaging young people in existing services. This will include the co-production of new solutions, including exploring alternative and digital service delivery platforms. Collaboration is advised with constituent local authorities and with young people (18-21) experiencing barriers to the labour market and accessing services, that vary significantly across districts.

KEY ACHIEVEMENTS

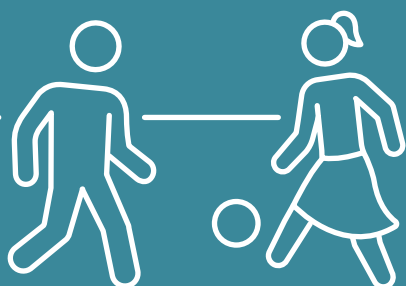
Selected as one of only 8 authorities to trial the Government's Youth Guarantee





ENABLING RESILIENT COMMUNITIES

Providing the infrastructure and support to enable communities across the region to be adaptable to environmental and climate, financial and social crises. Making Cambridgeshire and Peterborough a great place to live and work and enhancing cultural opportunities.





MARKET TOWNS PHASE 1 FUNDING

The Combined Authority is helping the region's market towns to thrive and continues to invest to ensure these areas remain vibrant and thriving places, driving growth and sustainable regeneration in support of rural communities.

This year, we have made significant strides with the improvements, investing back into high streets, community buildings and outside spaces.

In Huntingdonshire, our commitment to revitalising St Neots is evident with the ongoing regeneration in the towns centre. By restoring and reusing the existing materials to refurbish footways and the town's bridge we are preserving the character of St Neots while future-proofing its infrastructure for future generations.

In Fenland, the Chatteris Museum is now open, with community rooms available for organisations such as Citizens Advice Bureau and the local doctors' surgery, bringing more essential services to town.

Our market towns are a vital part of culture and heritage in Cambridgeshire and Peterborough and we are committed to improve infrastructure and facilities while keeping the towns integrity and identities.

MARKET TOWNS PHASE 2 FUNDING

As of March 2025, a total of £1,850,000 grant funding has been administered through the Programme.

The Programme has aimed to deliver the following key outcomes:

- **Stream 1 - Community ownership of local businesses** - to establish a dedicated support programme, community "support package" and bursary funding for community groups in Cambridgeshire and Peterborough, with a focus of revitalising assets in market towns and rural areas. Around thirty community groups supported to date.
- **Stream 2 - Social enterprise hubs** - The creation of three social enterprise hubs in Papworth, March and Wisbech. For Printworks in Papworth, who received £617,554 it's about re-energising community spirit, entrepreneurial ambition and maintaining local connections. For REMO in March, £386,913 funded awarded supports that economic growth of the region with a collaborative space that will allow social enterprises, innovators, entrepreneurs, and stakeholders to work together to develop hyper local sustainable solutions and enterprises that work for people and local community groups and, for People and Animals in Wisbech, £241,293 is supporting the development of education and skills in the region.
- **Stream 3 - STEM exhibition programme** - to support the capital element of an educational programme, this has been delivered via pop-up science centres, located in publicly owned buildings, community or educational facilities in the Cambridgeshire & Peterborough market towns and rural areas with the newest semi-permanent residence in Wisbech. The pop-up centres give children, families and schools the opportunity to unlock access to science, technology, engineering and manufacturing in a way that feeds curiosity and encourages fun and interaction.



OPPORTUNITY FUND

Launched in November 2024, the Climate Change Opportunity Fund was introduced to develop and deliver innovative and impactful projects that align with the Climate Action Plan and build on other investment schemes.

After the fund launched Local authorities, Parish Councils, not-for-profit and voluntary organisations and charities were free to submit an Expression of Interest for the 10 successful projects then going on to be awarded grants ranging from £50,000 to £100,000 to target innovative solutions to tackle climate change and drive sustainability across the region.

All of these projects are driving change to a greener, and more eco-friendly region and protecting our natural environment for generations to come.



UKSPF AND REPF

The almost £10 million the Combined Authority received from the UK Shared Prosperity Fund (UKSPF) has allowed us to invest in projects in the region that support local communities and places, local business investments and people and skills.

- 1. Community and places**
- 2. People and skills**
- 3. Local business investment**
- 4. Add REPF as 4th pillar**



HOMES ENGLAND STRATEGIC PLACE PARTNERSHIP

Housing affordability and shortages are a challenge not only to communities but to productivity and business growth in the region. By signing the Strategic Place Partnership (SPP) partnership with Homes England, the initiative will empower locally driven plans for housing, regeneration, and sustainable development.

With the agreement now in place, work will define the key priorities for the partnership. The focus will be on ensuring that housing and associated infrastructure planning support vibrant, sustainable communities across Cambridgeshire and Peterborough.

Further demonstrating our commitment to addressing the housing needs of the region, sites in Stanground, Northminster and Roman Fields have been completed with the Affordable Housing Funding that has now come to an end. The scheme, developed by Cross Keys Homes in partnership with Willmott Dixon, providing the region with secure, affordable housing.



FENS RESERVOIR

Creating a sustainable, resilient and safe drinking water supply in our region helps to meet the demands on water supply for the whole of the East of England therefore building resilient communities that can depend on a constant water supply for future generations.

The Fen Reservoir promises lasting infrastructure that will benefit Cambridgeshire and Peterborough, our residents and our environment and that is why we, as a Combined Authority, support Anglian Water's proposal.

NET ZERO PROJECTS ACROSS CPCA REGION

The Hub has continued to grow the number of live projects planned projects over the last year.

In the CPCA region, GSENZH has recently onboarded four new strategic projects including:

- Decarbonisation projects at Cambridgeshire County Council and Cambridge City Council
- Transport decarbonisation project at Huntingdonshire District Council.
- Heat network project at Cambridge City Council.

Additionally, the Hub has delivered a feasibility study for a solar car park canopy in Ely on behalf of East Cambridgeshire District Council, to help establish a financial case and review constraints.

GSENZH is creating a group with potential to bid for heat network feasibility funding in the Hinchingsbrooke area and has facilitated introductory meetings with North West Anglia NHS Trust and Huntingdonshire District Council.

CAMBRIDGE UNIVERSITY WORKSHOP

GSENZH participated in a Cambridge University workshop on the roll-out of Locally Determined Contributions (LCDs).

Our participation aimed to help us support local authorities to align decarbonisation actions with national targets.

GREATER SOUTH-EAST ENERGY HUB FUNDING

The Greater South East Net Zero Hub (GSENZH) is funded by the Department for Energy Security & Net Zero (DESNZ) and hosted by The Combined Authority.

GSENZH supports the development, delivery and financing of local net zero projects.

In March, the Government announced the network of Local Net Zero Hubs in England had been extended to support Great British Energy.

Maxine Narburgh, Regional Director of the GSENZH, said: "The work of the Local Net Zero Hubs complements the mission of GB Energy, providing opportunities to deliver a local place-based pipeline of clean energy projects.

“

The additional funding from government and alignment with GB Energy is a real vote of confidence in the essential work carried out by the Local Net Zero Hubs.

”

Over the last 12 months, the Hub has transformed its governance structure to build awareness and aid challenges faced by the public sector.

KEY ACHIEVEMENTS



Facilitating Financing: The Hub has facilitated of £60 million in private finance for client projects

Significant Project Impact: £1.26 billion worth of projects are currently being supported or were successfully completed from April 2024 to March 2025

Strategic Growth: 25,293 jobs have been supported in the Net Zero region since 2018 via net zero projects

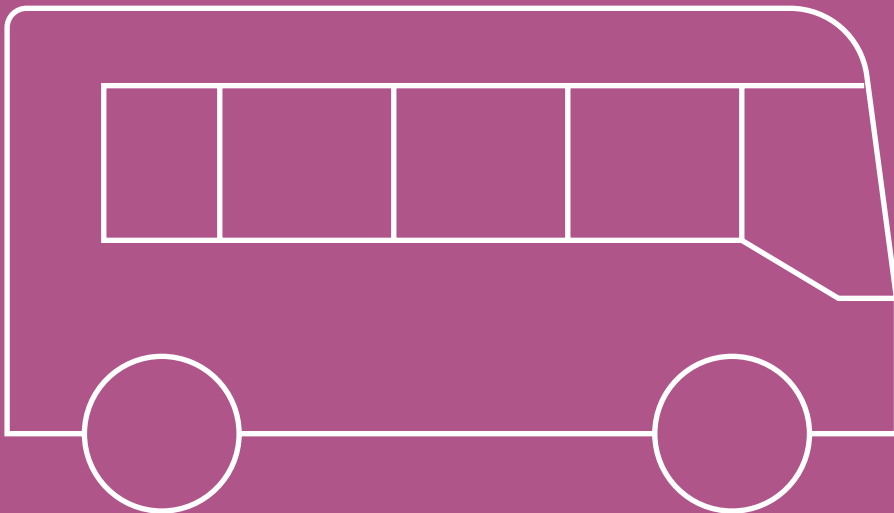
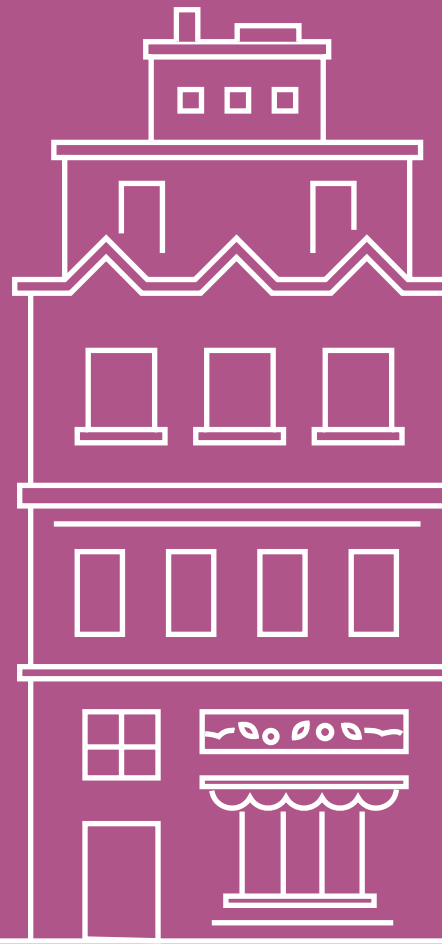
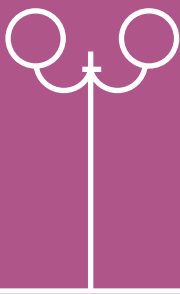
CO2 Saved: 1.72 million tonnes of CO2e lifetime emissions are estimated to have been saved from projects supported by GSENZH.

National Recognition: The Hub and E.ON UK were nominated for the National Multi-Measure Project of the Year for work to deliver the Sustainable Warmth project.



IMPROVING CONNECTIVITY

Creating digital and physical connections to communities, professional networks, health services, leisure, nature and places of employment and education. Reducing the need for travel with more services located within communities.



TRANSPORT ACHIEVEMENTS 2024/25: PROGRESS IN MOTION

In 2024/25, Cambridgeshire and Peterborough took significant steps in transport, improving connectivity, affordability, and sustainability. This report highlights our achievements across four priorities: Bus Improvement Schemes, Active Travel, E-Scooters/E-Bikes, and the Local Transport and Connectivity Plan (LTCP), with key deliverables, statistics, and their impact on the region.

We facilitated over 2 million greener trips and invested £20m+ in transport improvements. From affordable fares to expanded active travel, these efforts have strengthened communities and reduced environmental impact. We're committed to building on this progress in the years ahead.

IMPROVING, REFORMING AND ENHANCING BUS INFRASTRUCTURE

Overview: We focused on upgrading bus services to improve travel times, safety, and access across the region.

Key Deliverables:

- Funded 30+ new or improved bus routes via the Mayoral Precept, including St Neots to Cambridge and Peterborough to Eye.
- Subsidised £2 bus fares until June 2025 with £1m from the Bus Service Improvement Plan.

Key Stats & Impact:

- Over 8,000 additional daily bus trips, reducing car use and improving access.
- 23 rural routes safeguarded, reconnecting isolated communities.

Overall Impact: Improved bus services and infrastructure have supported employment, education, and rural connectivity.



ACTIVE TRAVEL: PROMOTING HEALTHIER JOURNEYS

Overview: Walking, wheeling, and cycling grew with new schemes and a Level 3 Active Travel rating from Active Travel England.

Key Deliverables:

- Started £2m Thorpe Wood cycleway, due by summer 2025, enhancing safety
- Secured £6.5m for new paths, including safer school routes and crossings
- Expanded Bike It project, engaging 25 schools to boost cycling among pupils.

Key Stats & Impact:

- 1 million fewer car trips since 2020, saving 500 tonnes of CO2.
- 44kg reduction in PM2.5 pollution in 2025, improving air quality.
- 63% public support for active travel initiatives in consultations.

Overall Impact: More residents are choosing active travel, benefiting health and the environment.



E-SCOOTERS/E-BIKES: EXPANDING GREEN OPTIONS

Overview: E-scooters and e-bikes became more accessible, with an expanded trial area and increased uptake in Cambridge.

Key Deliverables:

- Extended e-scooter/e-bike zone from December 2024, adding 200 new e-bikes in 2025.
- Replaced 1.34 million car trips since 2020 through micromobility schemes.
- Trained over 2,000 riders to ensure safe usage.

Key Stats & Impact:

- 454,000 car trips avoided in 2025, cutting 227 tonnes of CO2.
- 59 million miles travelled since 2020, equivalent to significant global distance.
- 40% increase in e-bike hires, reflecting growing popularity.

Overall Impact: These schemes have reduced congestion and emissions, offering sustainable travel choices.



LOCAL TRANSPORT CONNECTIVITY PLAN: BUILDING A CONNECTED FUTURE

The Local Transport Connectivity Plan (LTCP) advanced with bus franchising, new services and enhanced accessibility, aligning with long term goals.

Key Deliverables:

- Approved bus franchising in February 2025.
- Launched Tiger routes (May/June 2025) and Tiger on Demand for rural areas.
- Introduced all-day free bus pass travel from 1 April 2025 for concessionary holders.

Key Stats & Impact:

- Over 1 million Tiger Pass journeys, with 40,000 under-25s enrolled.
- 4,100+ rural trips via Tiger on Demand, improving access.
- 63% public support for franchising, driving passenger-focused reform.

Overall Impact: These actions are enhancing affordability and connectivity, particularly in rural areas.

RAIL: ENHANCEMENTS TO POWER GROWTH

Powering economic growth and sustainability through transformative rail projects like East West Rail (EWR), Ely Junction, and Cambridge South station.

Key Deliverables:

- Fast-tracked Cambridge South station, set to open by end-2025, decoupled from EWR for quicker delivery.
- Advanced EWR consultation, shaping a fully electrified Oxford-Cambridge line.
- Progressed Ely Junction upgrades, unlocking 2,900 extra freight trains yearly.

Key Stats:

- 1.8M projected annual passengers at Cambridge South, supporting 27,000 jobs by 2031.
- £2.2B economic boost from Ely upgrades (£4.89 return per £1 invested).
- 1.7M tonnes CO2 cut over 60 years by shifting 98,000 HGV trips to rail.

Overall Impact: Cambridge South's early delivery supercharges access to the Biomedical Campus, while EWR and Ely slash emissions and link innovation hubs.



ACHIEVING BEST VALUE AND HIGH PERFORMANCE

Fulfilling our duty of Best Value, by making arrangements to secure continuous improvement in the way in which our functions are exercised, having regard to a combination of economy, efficiency, and effectiveness. Addressing and embedding the key improvements set out in the External Auditor's letter and Best Value Notice and, in doing so, enabling the region to access funding and investment to support the delivery of our strategic objectives.



BEST VALUE NOTICE LIFTED

In September 2024, MHCLG announced that it had decided not to reissue a Best Value Notice after the Combined Authority demonstrated how it had responded to concerns set out in the Notice issued in January 2024.

In a letter, the Minister of State for Local Government and English Devolution recognised the progress made by the Combined Authority and its commitment to continuous improvement. The Combined Authority's better partnership working with authorities across the region was also recognised. The Minister added that MHCLG would continue to work with the Combined Authority more informally while momentum on embedding improvements continued.

Significant achievements linked to our improvement journey include:

- Developed a Single Assurance Framework
- Developing and getting Board approval for a Local Transport and Connectivity Plan
- Development of a Shared Ambition for Cambridgeshire and Peterborough
- Driven a successful 'Team Cambridgeshire and Peterborough' presence at UKREiiF, the country's biggest trade and investment conference.
- Finalist in the 2024 Local Government Chronicle Awards in the Partnership category for our work with Peterborough City Council and Anglia Ruskin University in delivering ARU Peterborough.



TIGER

Mayor's £1 Fare
Under 25



Name
Surname

Brought to you by



CAMBRIDGESHIRE
& PETERBOROUGH
COMBINED AUTHORITY

TIGER

Mayor's £1 Fare
Under 16



Name
Surname

Brought to you by



CAMBRIDGESHIRE
& PETERBOROUGH
COMBINED AUTHORITY



TIGER BUS CAMPAIGN

In May 2024, the Combined Authority launched the Tiger bus pass offering reduced fares for under 25's living in Cambridgeshire and Peterborough. The lower fares are aimed at helping young people get around the region more affordably, to places of education and training, jobs, shopping, seeing friends and family and more.

The campaign to promote the Tiger card among under 25s represents a step change in the way the Combined Authorities communicates with residents. The success of the Tiger card campaign, in less than 12 months is demonstrated in its reach:

- Over 45,000 passes issued to Cambridgeshire and Peterborough residents aged under 25
- Over 1.5 million journeys made using the Tiger card



STATE OF THE REGION

State of the Region is a comprehensive evidence base which provides an up-to-date picture of the economic, social and environmental landscape of Cambridgeshire and Peterborough. It is a resource to help policymakers, community leaders and stakeholders to understand the region's opportunities and challenges for sustainable growth.

KEY ACHIEVEMENTS

Engaged over 80 stakeholders to share emerging insights from the State of the Region process

Creating the State of the Region Dashboard

Publishing the first State of the Region report



Cambridgeshire and Peterborough State of the Region Review





CIVIL AWARDS

The Combined Authority organised the inaugural staff awards known as CIVILS to recognise the outstanding work done by staff over the previous 12 months with a particular focus on those who has clearly embodied the Combined Authority's CIVIL values and behaviour framework.

The CIVIL awards recognises the improvement of the culture within the Combined Authority as part of our continual improvement process. The awards recognise the excellent work of Combined Authority staff with nine award categories such as 'Pride of the Combined Authority'.



ENGAGEMENT

This year marked a step-change in our approach to stakeholder engagement and public affairs, driven by the implementation of a new communications strategy and the expansion of a dedicated Public Affairs team. This enhanced capacity enabled us to deepen relationships with key partners, influence national policy, and raise the profile of Cambridgeshire and Peterborough at both regional and national levels.



KEY ACHIEVEMENTS



Delivered two UKREiif 'warm-up' events bringing together over 100 stakeholders

Worked with stakeholders to develop a submission to the Comprehensive Spending Review and engaged with stakeholders to build a coalition behind our 'asks'. Including meeting with Parliamentarians and the East of England APPG

Submitted responses to Government consultations and Parliamentary committee inquiries to ensure national policymakers consider Cambridgeshire and Peterborough in their decisions.

Secured a Parliamentary committee appearance for the Executive Director of Place and Connectivity to share our experience of bus reform, including delivering Tiger on Demand.

GOOD GOVERNANCE – SINGLE ASSURANCE FRAMEWORK

Developing the Single Assurance Framework (SAF) allows CPCA to demonstrate how we meet standards set by Government, including best value commitments and ensure that we are spending public money in the most effective way. The SAF was a key objective of the improvement programme, the implementation of the SAF and its processes including the investment committee, demonstrates that CPCA has responded to concerns raised by Government through in the Best Value Notice.

SHARED AMBITION

The year saw the agreement of a Shared Ambition for Cambridgeshire and Peterborough – a vision for the region's growth and development to 2050.

Part of the Combined Authority's focus on improved partnership working as part of its transformation, the Shared Ambition was developed through collaboration with local councils, residents, businesses, and other partners.

It sets out a shared vision linked to four outcomes of being an Equitable, Pioneering, Connected, and Resilient region. These include 14 commitments for the region.

The Shared Ambition also sets out ways of working together by Igniting Innovation, Embracing Diversity and Championing Collaboration. Its development was rooted in co-creation with local partners. The public were engaged with through in-person drop-ins and an interactive website where people could comment on the emerging Shared Ambition framework and highlight what was important to them for the future of the region.

The agreed Shared Ambition statement is:

“

By igniting innovation, embracing our diversity, and championing collaboration, Cambridgeshire and Peterborough will be globally recognised for our groundbreaking achievements, inspired by our rich history, determined communities and unique natural assets. Harnessing the collective strengths of our fast-growing cities, historic market towns and productive Fen landscapes, we will advance our equitable, pioneering, connected and resilient region.

”

The Shared Ambition also acknowledges the needs of the region's mix of cities, market towns and rural villages, celebrating what makes Cambridgeshire and Peterborough unique, while focusing on building a future that works for everyone.

The Shared Ambition is a living framework, guiding decision-making across councils, businesses, and public bodies as they work together to turn this vision into reality.

RECOGNITION AND AWARDS

The Combined Authority has again been recognised for its work in various awards across a range of categories. These awards recognise the impact of the work the Combined Authority has undertaken.

AWARDS

Most improved Council - LGC
Awards 2025 Shortlist

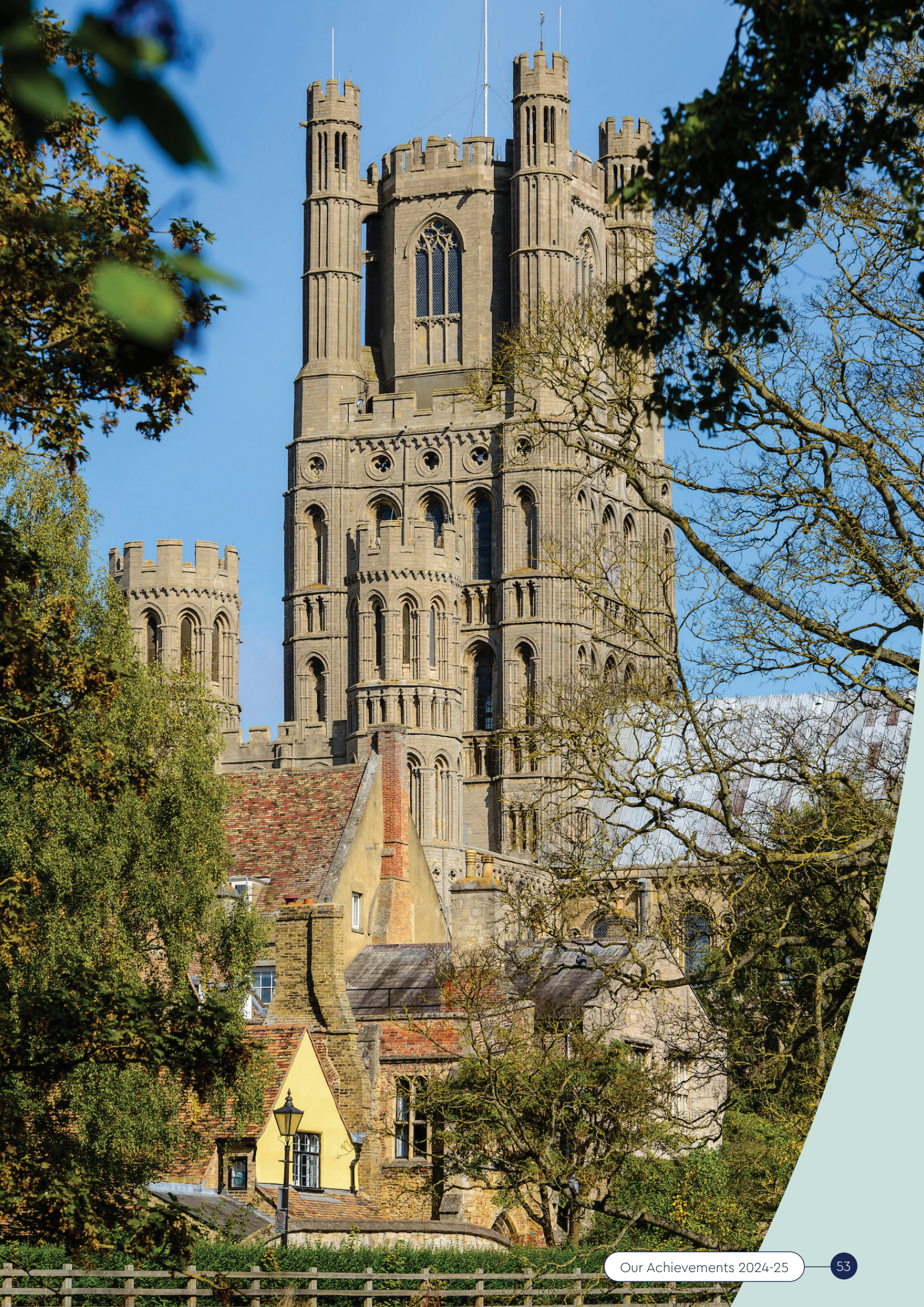
Campaign of the Year – LGC
Awards 2025 Shortlist

Bus Centre of Excellence

Public Sector HR & OD Team of the Year – PPMA Excellence in People Management Awards 2025, Finalist

The Lab (Phase 3, ARU Peterborough) 'Best building' - Pineapples Awards 2025, Winner





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 Cambridgeshire and Peterborough
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