

## **Cambridgeshire and Peterborough Business Board Annual Delivery Plan 2021-22**

### **FOREWORD**

As we look towards post Covid-19 recovery, the Business Board is a vital catalyst in supporting businesses across our region who are blazing a trail of ideas and opportunities that will help Cambridgeshire & Peterborough, and to drive the rebuilding of the economy from this pandemic and our role over the next 12 months is to be the catalyst for that trail.

Our aim as a Business Board is to help cement Cambridgeshire and Peterborough's position as one of the UK's leading hotbeds for inclusive growth. We need to enable our businesses to thrive and the local economy to prosper so that ultimately the Business can help workers, learners and leaders to fulfil their hopes and realise their ambitions. We have also expanded our Business Board to ensure we have the wide range of expertise, capabilities, and perspectives we need to achieve our ambitious plans.

COVID-19 aside, we have continued to invest Local Growth Funding across our region. We are now creating a job for every £7,500 we invest, a remarkable achievement.

As we look to the future the Business Board will ensure that our region is poised to seize the opportunities of the emerging sectors and our newly adopted sector strategies will underpin and inform this exciting challenge.

To do this we will need to first understand and then break down the barriers to growth which currently exist.

Our investment in Growth Works, our new Business Growth Service, will accelerate the rebound and regrowth of our economy, to lead the region out of recession and reboot it to achieve our ambition of doubling GVA over 25 years, in a way that is more sustainable, greener, digitally enabled, and inclusive.

I am incredibly proud of what the Business Board has achieved over the past year and I am incredibly excited about the opportunities that are ahead of us.

Our mission now is to work with our partners to create an innovation economy capable of driving an opportunity society for everyone within our region.

Austen Adams

Chair of the Business Board

### **Local Skills Report**

The Local Skills Report was published in April 2021 and is a useful informative document that sets out the Combined Authority's existing Skills Strategy and associated action plans. It discusses the skills strengths and needs in the region and, reflects on the progress achieved. The Local Skills Report also includes a chapter on the next steps- here it recommends that a new skills strategy is commissioned. The Report provides detailed data and analysis based on a number of core indicators, which are broken down into four key themes:

- Local landscape
- Skills supply
- Skills demand
- Mapping Skills supply and demand

### **Employment & Skills Strategy**

The current Skills Strategy was created in 2019. The strategy was clearly aligned to the Local Industry Strategy (LIS) and has subsequently informed the development of the Local Economic Recovery Strategy (LERS) in relation to Skills.

Many of the actions in the Skills Strategy have been achieved or are nearing completion. Given the fast-moving pace of the skills requirements in a post COVID-19 era and the evolution of the LERS, it is proposed that the Employment and Skills Strategy will be refreshed and published in the Autumn.

The Employment and Skills Strategy will be inclusive and will include the strategic vision for post 16 education through to higher level skills, focusing on the skills required by the local economy to meet the Local Industrial Strategy's ambition to 'improve and grow the local skills base to support a successful, globally competitive economy and labour market grounded in high-skilled and better-paid jobs, increased productivity, and growing strong, sustainable communities'.

### **Midlife MOT**

The Midlife MOT was launched by The Department of Work and Pensions in March 2021 with the intention of supporting those who have suffered a disruption because of Covid-19. The Business Board was awarded funding to develop and implement a regional version of the national programme that would encourage individuals who are 40+ to assess their health, career and finances in mid-life.

To ensure sustainability, the MOT was developed as a digital service to allow the residents of Cambridgeshire and Peterborough to access support as the impact of Covid-19 continues and as the support of the Furlough scheme is removed. The Midlife MOT is an innovative service that is primarily intended to be a preventative measure. It not only supports individuals to plan and navigate a complex landscape of career options, health services and financial planning, but is also designed for employers to offer to their employees in a similar way HR perk boxes support.

To raise awareness of the service a promotional campaign has been run which included radio advertisements, a social media campaign, targeted SMS campaign and editorial in the local press. Over 2500 users were engaged with in a 5-week period and were signposted on to the 3 project partners, Public Health England, the Money and Pensions Advice Service and the National Careers Service. Longer term plans are for the Midlife MOT website to become a part of the Digital Talent Platform within the Growth Works with Skills service. This MOT compliments the activities of Growth Works and can be expanded upon to offer a wider range of services specifically to a demographic that is often overlooked.

### **Labour Market Information**

In February 2021 the Business Board launched a new Labour Market Information (LMI) Portal, providing high quality, reliable LMI to inform careers decisions.

The portal has two main audiences, learners who are making decisions about their future careers and leaders who are looking to get a better understanding of the region's labour market.

Bringing together a series of interactive tools the portal helps young people and careers advisors to understand the types of roles which are currently in demand and the sectors that are currently growing or likely to grow in the near future.

This advice will help our learners to get the information they need to make informed decisions and build a rewarding career. For leaders the LMI provides a strategic overview of the regional labour market, including where current skills shortages and opportunities and how the local labour market impacts the region's economy.

### **Sector Strategies**

The CPCA have agreed to focus on key sectors when developing strategy documents, those being:

- Digital
- Life
- Advanced Manufacturing & Materials
- AgriTech

We have recently completed a refresh of existing sector strategies and are due to complete the outstanding AgriTech strategy by October 2021. The strategies enable us to focus on the priority areas for growth over the next year and will be used to support future funding applications to central government.

### **Anglia Ruskin University (ARU) Peterborough - Phase 3**

The £28m third phase of development comprises of £20 Levelling Up Fund (LUF) funding (subject to Government approval) and matched by an additional £8m from ARU, CPCA and Peterborough City Council (PCC), to create the second teaching building and a University Quarter Cultural Hub.

It will be the centrepiece of the University Quarter Cultural Hub, a new destination for creativity and engagement, linking museums, theatres, libraries and sports facilities through regenerated open green space, pedestrian areas and cycle paths. The quarter will complete the link between the city centre and cathedral to the west, and the River Nene embankment to the south, helping to expand, connect, beautify and diversify Peterborough's urban centre.

At the heart of the project is creation of a "Living Lab", it will be a new open, interactive science lab and education space to creatively engage people (especially young people) in science and technology. Broadening Peterborough's cultural offer, it will provide a window into the city's net zero future through events, exhibitions and flexible learning, including festivals of ideas, immersive displays, hackathons, forums and evening classes.

Phase 3 is expected to be completed and delivered by September 2024.

### **Future Funding Strategy**

Following the completed submissions to the Community Renewal Fund (CRF) and Levelling Up Fund (LUF) round 1 in June 2021, there will be preparation work on applications for LUF round 2 from Fenland District Council, this will be with collaborative support from Combined Authority Officers. Also, there will be development of a LUF transport application from the Combined Authority into round 2.

In Autumn 2021 Government will announce the Comprehensive Spending Review for the next 4 years and this will include full details and criteria for the UK Shared Prosperity Fund (SPF). The Strategic Funds Team have a live pipeline of potential projects that could be developed further into applications to the new UKSPF when Government call for project shortlists to the new fund. The Business Board will develop the strategic focus of this call to frame the themes which the Business Board wishes to see funding interventions targeting in the future.

### **Local Economic Recovery Strategy (LERS)**

The LERS is a live and evolving strategic document which lays down a roadmap formed of specific interventions which will aim to accelerate the recovery of our local economy. Further insights will principally be gained through our parallel programme of COVID-19 insight work to better prioritise interventions to target support to those impacted groups in the timeliest way, so we accelerate the rebound of our local economy. This will then lay the foundation to grow the local economy on (and beyond) original growth plans, including the Local Industrial Strategy.

## APPENDIX 1: BUSINESS AND SKILLS STRATEGIC DELIVERY PLAN AND SUCCESS MEASURES

Foundation of Productivity	Headline Intervention	Cost	Delivery Metrics		LEP Geography
			Outputs	Outcomes	
People	Adult Education Budget	£11.5m	<ul style="list-style-type: none"> <li>75% of courses have a business or economy focus by 2025</li> <li>Increased % of AEB investment going into geographic areas of need by 20% in 2023</li> <li>2,000 people a year who progress into further training or employment by 2022</li> <li>5,000 leavers satisfied with their course by 2025</li> </ul>	<ul style="list-style-type: none"> <li>Increase number of residents over 16 with a level 3 qualification from 30% in 2011 to 40% by 2031</li> <li>Increase the number of Peterborough residents with a Level 2 qualification from 82% in 2016 to the national average of 85% by 2024</li> <li>Increase the number of learning aims in Science, Maths, Engineering, Manufacturing, Construction, Health &amp; Social Care from 4,328 in 2016 to 5,000 by 2024</li> <li>Increase the number of learners gaining employment outcomes from 29 in 2016 to over 200 by 2024</li> </ul>	All
	University of Peterborough	£13.5m (Phase 1)	<ul style="list-style-type: none"> <li>Increase of higher education provision in Greater Peterborough and the Fens</li> </ul>	<ul style="list-style-type: none"> <li>2,000 students by 2022</li> <li>6,000 students by 2025</li> <li>12,500 students by 2030</li> </ul> <p>Employment outcomes:</p> <ol style="list-style-type: none"> <li>Number of temporary jobs created: 50 in construction</li> <li>Number of jobs created: 33 University staff initially.</li> <li>Number of indirect jobs created: 66 in the</li> </ol>	GP Fens

Foundation of Productivity	Headline Intervention	Cost	Delivery Metrics		LEP Geography
			Outputs	Outcomes	
		£14.6m (Phase 2)		<p>University supply chain rising to 398.</p> <p>d. A further 166 directly employed staff as the University Faculties grow.</p> <p>e. Number of indirect jobs to be created: 14,000</p> <p>f. Number of Apprenticeships to be established:</p> <p>i. Level 6 (over 3 years) – 4,383</p> <p>ii. Level 7 (over 3 years) – 677.</p>	
	Skills Talent and Apprenticeship Hub	<p>C. £3.2m</p> <p>CPCA £1.6m</p> <p>ESF Match £1.6m</p>	<ul style="list-style-type: none"> <li>7,000 Employers engaged through the Skills Talent &amp; Apprenticeship Hub by 2024</li> <li>All 59 Schools and Colleges engaged and fully supported through Brokerage &amp; STA Hub</li> <li>Number of individuals how have successful outcome because of using the Hub – 10,000 by 2024</li> </ul>	<ul style="list-style-type: none"> <li>Increased overall number of Apprentices from 3,940 in 2017/18 to 5,000+ by 2021</li> <li>Increased number of 16-18- &amp; 19-24-year olds starting on an Apprenticeship (target TBC)</li> <li>Increased number starting on Higher/ Degree Apprenticeships L 4 – L 7 (target TBC)</li> <li>Jobs filled (non- Apprenticeship) through STA Hub/ Partners: <ul style="list-style-type: none"> <li>50 Employers by 2020</li> <li>100 Employers by 2021</li> <li>150 Employers by 2022</li> </ul> </li> </ul>	All – tailored within areas

Foundation of Productivity	Headline Intervention	Cost	Delivery Metrics		LEP Geography
			Outputs	Outcomes	
				<ul style="list-style-type: none"> <li>○ 200 Employers by 2024</li> </ul>	
Business Environment	Business Growth Service	£18m LGF  <i>£3m Op Fund</i> <i>£5m Loan Fund</i> <i>£10m Investment Fund</i>	<ul style="list-style-type: none"> <li>• 5,000 businesses supported receiving no financial support by 2023</li> <li>• 900 business supported receiving grant by 2023</li> </ul>	<ul style="list-style-type: none"> <li>• 4,692 Indirect jobs by 2023</li> <li>• 1,800 Apprenticeships by 2023</li> <li>• £50,000 GVA/Head</li> <li>• £1.3bn GVA growth</li> </ul>	All
	Capital Growth Grant	£12m	<ul style="list-style-type: none"> <li>• 240 businesses supported receiving grant by 2023</li> </ul>	<ul style="list-style-type: none"> <li>• 1,200 Indirect jobs by 2023</li> </ul>	All
	Enterprise Zones	TBC	<ul style="list-style-type: none"> <li>• Increased business space related to growth sectors</li> <li>• Increased research space related to growth sectors</li> </ul>	<ul style="list-style-type: none"> <li>• New jobs in high-value growth sectors (target TBC)</li> <li>• New products brought to market (target TBC)</li> <li>• GVA increase (target TBC)</li> </ul>	GP
Ideas	Innovation Launchpads (at least 4 new centres)	£2-3m LGF investment per launchpad	<ul style="list-style-type: none"> <li>• 70,000 – 100,000 sqm of new commercial business space</li> <li>• 15,000 sqm of new commercial research space</li> </ul>	<ul style="list-style-type: none"> <li>• 300-450 new jobs in high-value growth sectors (£45,000 GVA/Head)</li> <li>• £13.5m - £20.25m GVA growth</li> </ul>	Fens GP
	Greater Cambridge Life Sciences Accelerator(s)	£6.342m	<ul style="list-style-type: none"> <li>• 30 start-ups taken through accelerator</li> </ul>	<ul style="list-style-type: none"> <li>• 2,550 direct and indirect jobs within 5 years</li> <li>• 73,750 direct and indirect jobs within 10 years</li> <li>• Galvanise Greater Cambridge as world-leading Genomics hub</li> </ul>	GC

Foundation of Productivity	Headline Intervention	Cost	Delivery Metrics		LEP Geography
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	Eastern Agri-tech Growth Initiative (financially complete / evaluation stage)	£1.7m  (£1.2m Business Board, £500k NALEP)	<ul style="list-style-type: none"> <li>Increased numbers of enquiries and successful applications</li> <li>Jobs created and protected: types of jobs &amp; how they equate to NVQ scale and what are salary levels</li> <li>For R&amp; D activity; how many patents have been filed/granted</li> <li>For R&amp;D businesses; how many projects have resulted in products/ideas etc brought to market/implemented by the sector or acquired by other organisations</li> <li>Support led to collaboration opportunities</li> </ul>	<ul style="list-style-type: none"> <li>100 jobs created and upskilled</li> <li>Increased productivity &amp; efficiency (GVA/Hour Worked)</li> <li>Private sector financial leverage of £8m</li> <li>Increased export</li> <li>Increased FDI</li> <li>Intervention led to import substitution opportunities</li> </ul>	All
	Market Towns Programme	£13.1m	<ul style="list-style-type: none"> <li>Delivery of 11 Market Town Masterplans by 2022</li> </ul>	<ul style="list-style-type: none"> <li>TBC</li> </ul>	