



Officer Decision/Mayoral Decision No.:	Complete register and insert ODN No or MDN No. ODN98-2019
<b>DECISION TITLE:</b> <b>EZ Commercial Support Grant (Cambridge Compass EZ)</b>	
<b>NAME OF OFFICER/MAYOR EXERCISING DELEGATED POWERS:</b> <b>Noel O'Neill (section 151 Officer Business Board &amp; Deputy section 73 CPCA)</b>	
<b>DATE OF OFFICER/MAYORAL DECISION:</b> <b>15 January 2019</b> Leave blank and fill in when the Officer/Mayor has made the decision	

Responsible Director/Mayor:	John T Hill (Director of Business & Skills)
Report Author and contact details:	Domenico Cirillo (Business Space Manager)
Is it a key decision?	No
Is this a public report? If a key decision, it will be a public report and will be published on the CA website.	Yes
<b>KEY DECISIONS ONLY</b>	This section only needs to be completed if the decision is a key decision. Only the Mayor can make key decisions
Insert forward plan ref number	Key Decision No: xxxxxx The key decision must be on the forward plan for at least 28 days before the decision is made. Please insert reference number from the published forward plan. If it is not in the forward plan, please contact the Governance Team for advice. (Debbie Forde or Anne Gardiner)
Date when Mayor intend to make decision.	xx/xx/xxx Insert date when the Mayor intends to make the decision. The notice must be published 5 clear working days before the decision is taken. Normally only the Mayor can make a key decision.
Date report published on the website	xx/xx/xxx Send copy of report to Scrutiny Manager for circulation to Overview and Scrutiny Committee
Implementation Date	xx/xx/xxx Insert the proposed date for implementation. The decision cannot be implemented until 5 clear working days after the date the decision was taken. The decision is subject to call in during that period, so you need to check with the Scrutiny Manager that it has not been called in.
Does the report have any annex that contains exempt information?	YES / NO If yes, specify number of exempt annex (eg Annex 1), the reason for exemption and explain the application of the public interest test. Keep the exempt information separately from this report on the shared drive.



<p>Decision taken</p>	<p><i>Please provide the exact details of the decision taken.</i></p> <p>The Section 151 Officer Business Board &amp; Deputy Section 73 CPCA has agreed to:</p> <ul style="list-style-type: none"> <li>(a) Approve payment of outstanding grant relating to completed project spend; and</li> <li>(b) Approve allocation of remaining grant monies.</li> </ul>
<p>Authorisation (<i>delete as appropriate</i>)</p>	<p><i>This decision has been taken under:</i></p> <p><b>Specific delegation by Board</b> (<i>those decisions delegated to officers by the Board</i>)</p> <ul style="list-style-type: none"> <li>(a) The Commercial Support Grant programme was approved by the GCGP LEP Board on 17<sup>th</sup> January 2017</li> <li>(b) Grant determination for award of £50,000 grant received from DCLG on 23<sup>rd</sup> March 2017</li> </ul>
<p>Background Information</p>	<p>The Commercial Support Grant was granted to fund activity to accelerate the delivery of EZ sites. The grant requires 50% match funding from project partners. Together with the required match, the overall approved programme budget totals £100,000 (50% DCLG grant + 50% project match).</p> <p>The grant funding, and responsibility for its use transferred to CPCA as part of the transfer of undertaking from GCGP and the transfer of accountable body responsibility from Cambridgeshire County Council.</p> <p><u>Three projects have been approved and delivered to date, totalling £19,485 of the £50,000 grant.</u> Discussions are on-going with partners around potential projects to deliver against the remaining £30,515 grant.</p> <p><b>Projects delivered to date:</b></p> <ol style="list-style-type: none"> <li>1. <b>GCGP-led promotional campaign</b> - defining and refocussing the overall market approach for Cambridge Compass EZ, using best practice examples and identifying more closely the target market sectors including advice on signage, website and social media. Total project spend was £11,470, funded by £5,735 CSG grant <u>PLUS</u> £5,735 contribution from LEP share of EZ business rates income.</li> <li>2. <b>Cambourne Research Park</b> - refreshed marketing and branding in promotion of site. Total project spend was £15,000, funded by £7,500 CSG grant <u>PLUS</u> £7,500 developer contribution from U+I. <b><u>Grant to be paid.</u></b></li> <li>3. <b>Haverhill Research Park</b> - refreshed market assessment, market profile, sectoral focus, detailing the type, quality and size requirement of business</li> </ol>



	<p>need including values and viability). Total project spend was £12,500, funded by £6,250 CSG grant <u>PLUS</u> £6,250 contribution from West Suffolk Council. <b><u>Grant to be paid.</u></b></p>
<p>Alternative options considered.</p>	<p>Payment of existing contractual agreements are not considered to have alternatives outside of breach of contract.</p> <p>The balance of the unallocated grant £30,515 should be spent by 31<sup>st</sup> March 2019. Any unallocated grant could be returned to MHCLG and this would represent a missed opportunity to address emerging challenges to accelerate EZ site delivery.</p> <p>More specifically, this would mean not delivering against the agreed set of objectives for the CSG programme:</p> <ol style="list-style-type: none"> <li>1. to maximise the impact of the initial market proposition, branding and activity, embedding the wider reach of the Cambridge Compass Enterprise Zone beyond existing commercial perceptions of a smaller and more limited Cambridge market. This has been delivered against in part through development of the CCEZ website and promotional content for publication editorials (including Mipim UK).</li> <li>2. to take all existing marketing material, define the optimum compelling market proposition and branding for each site including a finer grain of detail and commercial understanding to inform the most effective sectoral marketing and branding or rebranding focus to target occupiers. This has been delivered through the rebranding of Cambourne Business Park.</li> <li>3. to develop an understanding of the financial investments and instruments available to support the implementation of an Enterprise Zone site. This has been delivered through supporting the business case development for the Innovation Centre proposal on Haverhill Research Park.</li> <li>4. to provide commercial and property evidence to inform the business case and viability of proposed intervention to support a submission to both private or public financial investors. This has not been fully delivered and discussions are on-going with EZ partners around potential project proposals.</li> </ol> <p><u>Remaining CSG grant</u></p> <p>Discussions are being held with EZ partners to review power supply capacity (to identify power constraints for proposed EZ developments, the infrastructure requirements to overcome constraints and to explore energising EZ sites through alternative sources of power generation).</p>
<p>Financial Implications</p>	<p><i>Please include the total costs and how the project will be funded. Please include budget codes for your directorate</i></p> <p>Programme budget: £100,000 (50% DCLG grant + 50% project match)          CSG grant award: £50,000          CSG grant spend / committed to date: £19,485 (outstanding payments due to U+I and West Suffolk Council)          Remaining CSG grant (uncommitted): £30,515</p>



	<p><u>Approval process for remaining grant</u></p> <p>Applicants will be invited to complete an application form (based on the Growth Deal Expression of Interest form). Applications can only be received from the EZ land owner, developer or Local Authority.</p> <p>Proposed project applications will be discussed with and endorsed by the EZ Project Board. The EZ Project Board is made up of representatives from the CPCA, Local Authority, and landowner or developer.</p> <p>Submitted applications will be reviewed by the CPCA EZ Project Manager to ensure the proposal meets funding criteria for the CSG programme. Once reviewed, the application will be sign-off by the CPCA S151 Officer, and confirmation can be issued for the project to start. Applicants must submit an invoice upon project completion to draw down CSG grant funding from the CPCA (accompanied by the required supporting evidence to show the agreed work has been paid for by the applicant and confirmation of the project output).</p> <p>Please note, CSG grant is required to be fully allocated by 31<sup>st</sup> March 2019, and any remaining grant monies may need to be returned back to CLG.</p>	
<p>Consultation</p>	<p><i>List any relevant consultation undertaken in relation to the decision. For example portfolio holders, other Chief Officers.</i></p>	<p><i>Robert Emery (Finance)</i></p>
	<p><i>Chief Executive</i></p>	<p><i>N/A</i></p>
	<p><i>Responsible Director/Chief Officer</i></p>	<p><i>John T Hill (DATE) reports must be signed off by your CO/Director</i></p>
	<p><i>Monitoring Officer</i></p>	<p><i>N/A</i></p>
	<p><i>S73</i></p>	<p><i>N/A</i></p>
	<p><i>Portfolio Holder</i></p>	<p><i>N/A</i></p>
	<p><i>Other</i></p>	<p><i>N/A</i></p>
<p>Declarations / Conflicts of Interests (only if the decision falls under the 'Express Authorisation' category)</p>	<p><i>List the names of any member who has been consulted on and declared an interest in relation to the decision.</i></p> <p><i>N/A</i></p>	
<p>Supporting documentation</p>	<p><i>List any supporting documentation available in relation to this decision (all of this information must be retained for public inspection for a period of at least 4 years – there is no provision for the release of exempt/confidential information).</i></p> <ul style="list-style-type: none"> <li>• Signed application to DCLG</li> <li>• GCGP LEP Board minutes</li> <li>• DCLG grant award determination</li> <li>• GCGP LEP grant acceptance</li> </ul>	



**CAMBRIDGESHIRE  
& PETERBOROUGH**  
COMBINED AUTHORITY

<b>Officer/Mayor signature</b>	Noel O'Neill (Section 151 Officer Business Board & Deputy Section 73 CPCA)	<b>Date</b>  <b>15.1.19</b>
<b><i>Once signed please file in the electronic file Documents/Governance/ office decision notice and enter details in the register. If a public report, pass to Democratic Services and we will arrange publication.</i></b>		