

CABINET	AGENDA ITEM No. 6(a)
10 JULY 2012	PUBLIC REPORT

Cabinet Member(s) responsible:	Cllr Marco Cereste, Leader of the Council	
Contact Officer(s):	Neil Darwin, Director of Economic Development	317488

ENDORSEMENT OF THE 2012-13 OPPORTUNITY PETERBOROUGH BUSINESS PLAN

R E C O M M E N D A T I O N S	
FROM : Neil Darwin, Director of Economic Development, Opportunity Peterborough	Deadline date : n/a
<p>1. Cabinet endorses the 2012/13 business plan for Opportunity Peterborough.</p>	

1. ORIGIN OF REPORT

- 1.1 This report is submitted to Cabinet following approval of the business plan by the Board of Opportunity Peterborough (OP) on 17 April 2012.

2. PURPOSE AND REASON FOR REPORT

- 2.1 The purpose of this report is for the Council, as the sole funder of Opportunity Peterborough, to endorse its annual business plan. As sole funder it is important that the Council is satisfied that the draft business plan will deliver the objectives agreed.
- 2.2 This report is for Cabinet to consider under its Terms of Reference No 3.2.3 ‘to take a leading role in promoting the economic, environmental and social well being of the area’.

3. TIMESCALE

Is this a Major Policy Item/Statutory Plan?	No
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4. ENDORSEMENT OF THE 2011-2012 OP BUSINESS PLAN

4.1 Introduction

- 4.1.1 Over the last year, Opportunity Peterborough and the Council have been working together to provide strong support to local businesses and to potential investors. The result of OP’s work has seen a very positive response by the city’s private sector – with over 1,000 companies signing up to the Bondholder Scheme. This provides a unique platform to provide key messages to the business community.

4.1.2 OP has also launched the Skills Service in partnership with the authority. Through the Skills Vision over 400 companies have committed to supporting the city's approach towards growth. A further 1,123 companies are actively supporting by providing support in schools and by offering work placements to young people. Inward Investment has progressed well, although it has been inhibited by the macro economic position and with a result many companies have adopted a risk adverse strategy. Despite this we continue to see new range of operators being attracted around Cathedral Square, with Carluccios being the next opening later in the year. Further investors are looking at the city and increasingly recognise the strength of our offer, which bodes well once we have greater national economic confidence.

4.2 Opportunity Peterborough's Objectives

4.2.1 OP was refocused to deliver key economic development services in 2010. This was followed by a change in operational leadership within the company. The 2012/13 business plan sets out how the company will focus its activities during 2012/13 and builds upon the success achieved in 2011.

4.2.2 The objectives to deliver this are:

- Ensuring that Peterborough is visible to investors
- Supporting local business ambitions
- Creating conditions to increase skills level across our communities
- Increasing our knowledge of the local economy and utilising intelligence effectively
- Ensuring that Peterborough gets maximum value from the Greater Cambridge Greater Peterborough Local Enterprise Partnership

4.3 Priorities

4.3.1 The priorities for Opportunity Peterborough over the next twelve months have been developed with the current economic climate, and strategic objectives above in mind. There are a number of key priorities that have been set out in the business plan.

a) Ensuring that Peterborough is visible to investors

- Continue to build the Peterborough Bondholders scheme
- Encourage partners to own and promote the City's brand via e.g. weblinks, corporate literature and in the media.
- Deliver visible marketing campaigns to attract prospective investors
- Support the delivery of the Cities environmental ambitions across the media
- Work with local businesses to reinforce their 'successes' within the media
- Use multimedia and social media to promote Peterborough effectively

b) Support local business ambitions

- Work with existing businesses to resolve 'growth blockages'
- Proactively attract new business – targeting on growth sectors and companies
- Work with potential investors to ensure that they commit to Peterborough
- Take forward the business engagement framework that will guide the range of agencies that interact with business

- Support key sectors – OP will deliver/facilitate support measures via the Cambridgeshire Enterprise Service legacy grant

c) Create conditions to increase skill levels across our communities

- Take forward the Peterborough Skills Vision; building a strong, visible programme of activity with business and the provider community
- Gain a firm understanding of the skills agenda; both current and future needs
- Champion ‘skills’ with local business to increase partners knowledge of future needs
- Work with providers to encourage targeted delivery that meets business demand
- Support partners in delivering improved access higher/further education

d) Increase our knowledge of the local economy and utilise intelligence effectively

- Use economic data to drive decision making
- Work with local businesses to ensure OP understands wider economic activity

e) Ensure that Peterborough gets maximum value from the Greater Cambridge Greater Peterborough Local Enterprise Partnership (LEP)

- Provide operational support to the LEP
- Encourage the LEP to focus on issues that support economic growth in Peterborough
- Broker improved relationships which enables Peterborough to benefit more from the LEP.

4.3.2 The priorities identified above seek to encourage private sector growth and by definition make OP private sector facing. This enables OP to offer local companies positive support and helps stimulate new economic activity. However this approach does not work in isolation. Peterborough’s growth agenda needs several different delivery approaches. Including areas where OP is working closely with Planning and Growth teams to provide support that helps deliver physical schemes across the city.

4.4 Financial Implications

4.4.1 The budget outline for Opportunity Peterborough is detailed in Section 6 of the main business plan (Appendix 1). Following the withdrawal of the regional partners OP now operates with Council making a contribution. The implications for the Council are a contribution to OP of £380k for 2011/12. A further Gift in Kind of £36,000 is made by the Council through an agreement with OP on zero rent payments.

4.5 Human Resources Implications

4.5.1 OP has a headcount of 9 staff following reductions during 2010/11; eight of the staff are on OP contracts, the Director of Economic Development is on secondment from the Council. All costs staffing costs associated with the OP

contracted staff are costed within the budget including any potential wind-up costs if the company were to cease operation.

5. CONSULTATION

- 5.1 The Council is represented on the Board of Opportunity Peterborough by the Leader and Deputy Leader of the Council and have been instrumental in the company's decision to approve the draft business plan.

6. ANTICIPATED OUTCOMES

- 6.1 The Business Plan – Annex 1 sets out in Section 5 the Outcomes that will be achieved during 2012/13 against each of the plan's Priorities

7. REASONS FOR RECOMMENDATIONS

- 7.1 It is required that the Council considers and agrees the draft business plan. The specific schemes for implementation will potentially evolve during the course of the plan period and it is therefore appropriate that funding is approved by the Council through its normal decision-making processes.

8. ALTERNATIVE OPTIONS CONSIDERED

- 8.1 The draft business plan could not be approved, which would significantly limit the operations of Opportunity Peterborough as the City's Economic Development Company.

9. BACKGROUND DOCUMENTS

Used to prepare this report, in accordance with the Local Government (Access to Information) Act 1985)

Opportunity Peterborough Draft Business Plan 2012/13