

Supporting businesses
Growing our economy



Opportunity Peterborough

#OPBondholder

About Opportunity Peterborough

Opportunity Peterborough is the city's economic development company.

Our mission is to support economic growth across the Greater Peterborough area, improving prosperity, job opportunities, and life chances for those who live and work here.



Supporting Economic Growth

We do this by:

- Supporting Peterborough's businesses to grow, innovate, diversify, and become more resilient and more sustainable
- Attracting new companies to the city to create new jobs and support a diverse and vibrant economy
- Making sure students and workers have the skills businesses need, and by raising the career aspirations of young people
- Working with partners at a strategic level to create an enabling environment
- Delivering the Future Cities Programme to help make Peterborough a smarter, more sustainable, resilient, and attractive city in which to work, live, and play

Services to PCC

In addition to its external services, Opportunity Peterborough provides a range of services directly to Peterborough City Council, including (but not limited to):

- Responding to consultations on behalf of Peterborough regarding the development of strategic documents such as the National Industrial Strategy and Local Industrial Strategy
- Representing Peterborough on strategic groups such as the CPCA's Economic Recovery Sub-Group and Mayoral Forum, both of which have been set up in response to the current COVID crisis
- Organising events such as the Thomas Cook jobs fair
- Running the Bondholder Network which provides PCC with a highly effective channel through which to drive business engagement.
- Supporting PCC business facing teams by presenting the needs, challenges, language, and perceptions of business in ways that enhance policy making and service delivery.
- Supporting PCC in major initiatives such as the re-opening of the city centre in which OP has played a critical but low key role.

Impact 2019/20

Across 2019/20, Opportunity Peterborough...

- Handled 35 inward investment enquiries, conducted 58 investor development meetings, and supported 19 investment projects creating 351 jobs
- Provided over 34,000 young people with access to employers via 205 events, to help increase knowledge of careers pathways, develop employability skills, and raise aspirations
- Supported the creation of £10m+ of additional economic output in the Greater Peterborough area, a return of over £100 for every £1 invested by Peterborough City Council
- **This service (and much more) costs Peterborough City Council £140,000 p.a. Market price for this service would exceed £935,000 p.a.**



Opportunity Peterborough
Bondholder Network

Supporting Business Growth

Bondholder Network

- Regular networking and collaboration opportunities
- Sharing news, events and the latest business opportunities
- Economic intelligence
- Providing an effective 2-way communication channel between Peterborough City Council and the business community
- Bondholder Dinner – “The highlight of Peterborough’s business calendar”



LEADER Programme (2015-2019)

- £1m EU grant funding programme across Rural Peterborough and Rutland
- 27 projects with a total value of £2.5 million across farming, tourism, rural services and SMEs, and rural community groups
- Created 40 jobs



www.leaderfunding.co.uk

GrowIn 4.0



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An EU project with 14 other international partners supporting the digitisation of manufacturing with toolkits to help with benefits identification, ROI analysis, and change management.

In November 2019, partners visited Peterborough to discuss the project's progress and to meet manufacturing innovators in the city.

Smart Manufacturing Association

Having secured funding in principle via the Local Growth Fund, Opportunity Peterborough is currently negotiating the creation of a joint venture with the CPCA to support the manufacturing sector. We will do this by:

- Supporting businesses to adopt Industry 4.0 technologies such as IoT, automation, and digitisation, as well as new business models such as Circular Economy and Product-as-a-Service, in order to drive innovation, productivity, and competitiveness.
- Better connecting and strengthening relationships between industry, universities, researchers, training providers, centres of excellence, and schools in a coordinated and collaborative cluster to drive sector growth.
- Sharing of knowledge, best practice and ideas. Providing benchmarking, training workshops, and learning programs to develop better informed leaders and a higher skilled workforce.



Opportunity Peterborough
Bondholder Network

Inward Investment

Inward Investment

- Raising the profile of Peterborough nationally and internationally
- Attracting businesses to locate in the city, invest, and create jobs
- Attracting capital investment into regeneration opportunities, i.e. Station Quarter
- Proving Peterborough is a great place for businesses to thrive
- Supporting investors to find offices, land, finance, and providing economic intelligence
- Introducing investors to Peterborough's politicians and business leaders



Inward Investment



Welcoming the Dept. for International Trade team from Poland. International delegations were also hosted from China, Japan, Nigeria, and from across Europe.

Inward Investment

Some successes...

- McCormick – US food manufacturer
- URBN – US online clothing retailer
- AM Fresh – Spanish fresh food co.
- Construction Industry Training Board – HQ relocation
- Coloplast – Danish health product manufacturer (reinvestment)
- Anker Stuy - Dutch paint manufacturer
- Kingsley Beverages – South African drinks manufacturer
- ABAX – Norwegian telematics and IoT company
- Addison Lee – US personal and corporate taxi service





Opportunity Peterborough
Bondholder Network

The Skills Service

The Skills Service



Working with schools and businesses so young people understand the career opportunities provided by local industry, as well as the skills needs.

The Skills Service

- Brokerage between businesses and education providers across Peterborough, Huntingdon, Fenland, East Cambs and South Holland.
- Engaging careers activities to inform and develop young people's careers choices. 34,000 engagements in 2019/20
- More opportunities for students to meet local employers to find out about different career pathways – employer engagement has been linked to higher attainment and motivation
- Businesses can bridge industry skills gaps and boost their brand recognition
- Now also working in primary schools
- Supported with the annual Peterborough STEM Festival
- Working to establish Peterborough as the UK's first Youth Employment Friendly City to tackle high NEET and youth unemployment levels

The Skills Service



“We thoroughly enjoy working with The Skills Service in schools... As a company we are passionate about supporting and working with schools and students, helping with insights on different career opportunities and employers’ expectations and developing the students’ future employability.”

Julia Edwards, Corporate Social Responsibility Manager at Caterpillar



Opportunity Peterborough
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Future Peterborough

Future Peterborough

- Awarded £3 million from Innovate UK in 2012 to become a Future City Demonstrator
- Peterborough won the title 'World Smart City of the Year 2015'
- Developing a Circular Economy in Peterborough
- Sharing our Smart City experience internationally, raising the profile of Peterborough – India, Canada, Taipei, Barcelona, Copenhagen, Helsinki and more!



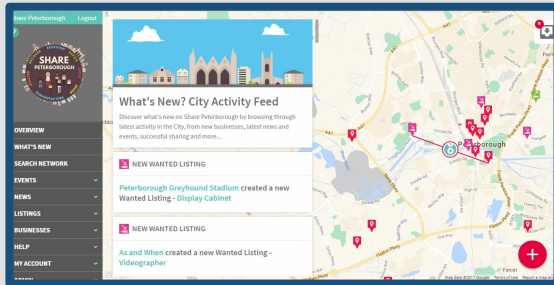
Future Peterborough

The screenshot displays the Share Peterborough website. On the left is a dark navigation menu with the following items: OVERVIEW, WHAT'S NEW, SEARCH NETWORK, EVENTS, NEWS, LISTINGS, BUSINESSES, HELP, MY ACCOUNT, and ADMIN. At the top of the menu is a circular logo with the text 'SHARE PETERBOROUGH' and icons for 'RECOVER', 'REDESIGN', 'REPAIR', 'REUSE', 'RECYCLE', and 'REMANUFACTURE'. The main content area features a 'What's New? City Activity Feed' with a header image of a city skyline. Below the header, there are three 'NEW WANTED LISTING' entries: 'Peterborough Greyhound Stadium created a new Wanted Listing - Display Cabinet', 'As and When created a new Wanted Listing - Videographer', and another 'NEW WANTED LISTING'. To the right of the feed is a map of Peterborough with several red location pins and a red circle around the city center. The map includes street names like A47, Oundle Rd, and Frank Parkins Pkwy. At the bottom of the map, it says 'Map data ©2017 Google' and 'Report a map error'.

Championing circular and shared economy approaches via the Share Peterborough website.

www.sharepeterborough.com

Future Peterborough



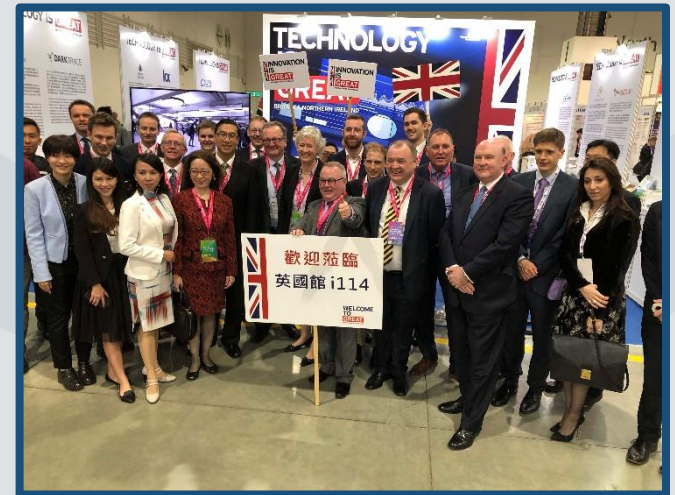
- Over 50 international speaking opportunities since 2015 to share Peterborough's work
- Established the first city-wide resource sharing platform, Share Peterborough
- International conference hosted in January 2019 for circular economy and public sector professionals with over 50 attendees

Endorsements as a circular economy innovator from:

- [Ellen MacArthur Foundation](#)
- [World Circular Economic Forum](#)
- [Collaborating Centre for Sustainable Consumption and Production](#)
- [Dutch Financial Times](#)
- RTVE (Spanish equivalent of BBC)

Future Peterborough

- Delivered a DFID-funded Smart City Leadership Programme for the Indian city of Amaravati and for the state of Madhya Pradesh.
- Developing international relationships to share intelligence and develop trade opportunities, particularly within Asia
- Played a lead role in the development of British Standards Institute's (BSI) suite of Smart City Standards
- Chair of BSI's Smart and Sustainable Cities Committee (SDS/2) and a founder member of the Cities Standards Institute
- Attends the All Party Parliamentary Group on Smart Cities





Opportunity Peterborough
Bondholder Network

Combating COVID19

Combating COVID-19 – What Opportunity Peterborough is doing

- Conducted an impact survey of c.100 Peterborough businesses
- Representing Peterborough on the CPCA Economic Recovery Sub-Group
- 159 • Working with Peterborough City Council and BID team, Peterborough Positive, to support communications to businesses, HMG grant programmes (£34m+), and re-opening of the city centre
- Supporting the launch and delivery of the CPCA's Talent Portal for job seekers and hiring companies
- Working with partners like KTN and InnovateUK to share details of sector funding programmes and business development opportunities.
- Sharing the updates from the PCC, CPCA, and HMG through regular newsletters to c.6,000 business contacts and via pro-active social media campaign

Talent Portal



**CAMBRIDGESHIRE
& PETERBOROUGH**
COMBINED AUTHORITY

JAMES PALMER
CAMBRIDGESHIRE &
PETERBOROUGH MAYOR



THE BUSINESS BOARD



CPCA Talent Portal

Below you will find a range of support offered by the Cambridgeshire and Peterborough Combined Authority to help your business succeed through these challenging times.

<https://cpcabusinesssupport.co.uk/talent-portal/>

Contact

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