

SCRUTINY COMMISSION FOR RURAL COMMUNITIES	Agenda Item No. 5
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Report of the Executive Director of Operations

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PETERBOROUGH WOMEN'S ENTERPRISE CENTRE

1. PURPOSE

- 1.1 The purpose of this report is to provide an update on the briefing on the Peterborough Women's Enterprise Centre (PWEC) which was presented to the Committee on the 13 July 2010. The briefing included the aims and objectives of the PWEC in response to a request from the Scrutiny Commission on the work undertaken or planned to be undertaken to engage with women in rural areas.

2. RECOMMENDATIONS

- 2.1 To consider the information and statistics presented at this meeting and make any appropriate recommendations for future development and future actions.

3. LINKS TO THE SUSTAINABLE COMMUNITY STRATEGY

- 3.1 The Economic Participation Programme and in particular the activities of the project link directly the achievements of the Local Area Agreement and National Indicators as listed below:

LAA priority	Regenerating Neighbourhoods
LAA outcome	National Indicator
	NI153 – working age people claiming out of work benefits in the worst performing neighbourhoods

LAA priority	Increasing Economic Prosperity
LAA Outcome	National Indicator
	NI151 – Overall employment rate
	NI166 – Average earnings of employees in the area
	NI171 – VAT registration rate

4. BACKGROUND

Background to the establishment of the WEC

- 4.1 Programme staff attended the Scrutiny Committee meeting on the 13 July 2010 and went through the reasons for the establishment of the centre and the objectives of the project in the financial year 2010-11. The project advised the reasoning for a reduced concentration of activities in rural areas compared to activity taking place in central areas.
- 4.2 The Programme Manager advised that the main objective of the project is to assist women in deprived areas to start and maintain their own business. Rural areas do not fall into the main areas of deprivation that the Centre targeted, however, the project acknowledged that whilst rural areas did fall into the targeted areas they would like to assist women in these wards. The project requested advice from the Councillors on what methods should be used.

- 4.3 Member's suggested ways in which women in rural areas could be reached. The programme team agreed to put the suggested ideas into an action plan and monitor results. Members acknowledged that the Centre did have limited resources and if an action was not gaining the expected outcomes further investment into these areas would be reduced.

5. NEXT STEPS

- 5.1 The Scrutiny Commission are asked to consider the information on the Peterborough Women's Enterprise Centre and to make any appropriate recommendations for future development.

6. BACKGROUND DOCUMENTS

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

- 6.1 None