

SCRUTINY COMMISSION FOR RURAL COMMUNITIES	Agenda Item No. 4
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Report of Opportunity Peterborough

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LOCAL ECONOMIC ASSESSMENT FOR PETERBOROUGH

1. PURPOSE

- 1.1 To present to the Scrutiny Commission for Rural Communities the first draft of Peterborough's Local Economic Assessment (LEA), which has been prepared by Opportunity Peterborough (OP), for discussion and to receive any comments into the on-going consultation process.

2. RECOMMENDATIONS

- 2.1 The Commission is asked to consider the report and to make recommendations where appropriate.

3. BACKGROUND

- 3.1 The Local Democracy, Economic Development and Construction Act proposed to place a duty on County and Unitary councils to prepare an assessment of the economic conditions of their area, which had been one of the key recommendations of the Review of Sub-National Economic Development and Regeneration (SNR).
- 3.2 These Assessments were established to provide a mechanism that would bring together existing evidence from a range of partners into a common economic evidence base. This evidence base would then inform local, sub-regional and regional strategies, ensuring all policy making was based around a full and shared understanding of local economic challenges.
- 3.3 The new Government has now removed this duty, but locally it is felt that the LEA will prove valuable in providing data for policy and strategy development.
- 3.4 The Peterborough Local Economic Assessment will be used to develop a detailed understanding of the local economy. The LEA will provide a robust evidence base to respond and adapt to, as well as shape, future economic policy.
- 3.5 Potential benefits from the LEA are:
- drawing together and build on existing economic intelligence to form a shared economic evidence base that will:
 - Inform the Sustainable Community Strategy, Local Development Frameworks, housing, transport, skills, economic development activity and the development of the Regional Strategy
 - Identify comparative strengths, weaknesses, challenges and opportunities within the local economy
 - Analyse how Peterborough fits into wider sub-regional and regional functional markets
 - Better understand how local authorities and their partners influence local economic prosperity.

- 3.6 The LEA will highlight the key economic issues facing the city and facilitate joint working between the area's local authorities and other stakeholders across the public and private sector in support of local economic prosperity. The assessment can help shape actions to improve the economy –it can be used to plan services, consider the impact of investments and projects, and help lobby for Peterborough.
- 3.7 An economic assessment is not a final report or database of information. It is an ongoing dialogue on local economic issues and intends to be a dynamic assessment of the economic conditions of the city. As new information becomes available and priorities evolve the shared evidence bases will be updated, enhanced and reviewed. The LEA process emphasises the need for more economic understanding in economic development activity, puts economic development on a statutory footing; and should sit at the heart of monitoring. It will be used as an evidence base to drive the development of strategy and policy.
- 3.8 In Peterborough, although the duty has been undertaken by OP, stakeholders from departments across the council have been involved in providing their specialist input into various sections of the report.

4. KEY ISSUES

- 4.1 Key recommendations that have arisen from the findings in the report are as follows:
- Ensure sustainability and growth of our key sectors
 - Raising the level of enterprise activity
 - Raise the level of innovation
 - Encourage start-up businesses in rural communities through enhanced broadband
 - Raise the level of innovation
 - Increasing the rate of inward investment
 - Ensure an adequate supply of high quality business land and premises
 - Raising the skill levels and educational attainments of the workforce
 - Need to provide more executive housing to attract those in higher level occupations
 - Continue to upgrade the City's local and inter-regional infrastructure
 - Tackle the high levels of worklessness

5. IMPLICATIONS

- 5.1 The report provides a snapshot of the local economy. The LEA is designed to provide to draw together a range of information relating to the local economy. The LEA will enable improve economic policy responses. The data collected in this draft of the LEA has been gathered from a range of teams within the local authority and from our wider stakeholders. What is becoming apparent is that we have areas where we have a range of data. Due to the national datasets available we are only typically able to access information at city-wide level. This results in the LEA providing a high level overview of the city. We are aware that there are very few rural indicators that recognise ward level, unemployment levels for example is one of those.
- 5.2 As a result issues facing our rural areas are captured, perhaps masked in the datasets we have available. We would welcome discussion with the Scrutiny Commission about issues they would wish to see captured in the LEA.
- 5.3 There are no financial implications from the production of the LEA. The task has been managed within existing resources
- 5.4 The guidance for the LEA states that each top tier authority must produce a city-wide LEA which sets out how the local economy functions.

6. CONSULTATION

- 6.1 The process began with an LEA scoping workshop in June 2010 and was attended by a total of 18 stakeholders from Peterborough City Council (PCC), EEDA, Chamber of Commerce, Peterborough Regional College, City College, Cross Keys Homes and OP.

- 6.2 The aim of the workshop was to identify a number of issues and questions in relation to the LEA. From this group, it was agreed to nominate 8 members to form a task and finish group to oversee the LEA's delivery. This group comprises:
- Neil Darwin (OP)
 - Adrian Chapman (PCC)
 - Harj Kumar (PCC)
 - Karen Moody (PCC)
 - Allison Sunley (PCC)
 - Annette Joyce (PCC)
 - Habiba Rye (EEDA)

- 6.3 These members along with many others including Business Link, Peterborough City college, Peterborough Regional College, Universities @ Peterborough have been involved in providing input for sections of the LEA. Once the final draft is complete, this group will be invited to comment before the document is circulated as a final version.

7. NEXT STEPS

- 7.1 Following this consultation, OP will prepare a further, final draft. This will be circulated to partners for comment. It is hoped the LEA will be finalised in April 2011. It should be recognised that by its nature the LEA is a dynamic document that will always be subject to change. In this sense is not a static document. OP will continue to maintain the LEA to ensure that we have a full understanding of the local economy.

8. BACKGROUND DOCUMENTS

- 8.1 Key data sources used in the preparation of the LEA include:

www.nomisweb.co.uk
www.ons.gov.uk

Understanding worklessness and communities: literature review, Helen Ritchie Jo Casebourne
Eastern Region Commercial Survey, Savills, Spring 2010,
Skills Insight report, Insight East, June 2010,
Peterborough Skills Gaps and Solutions, Trainagain, May 2010
The Enterprise Partnership Proposal, Greater Cambridge-Greater Peterborough, Sept 2010
The English Indices of Deprivation 2007, Communities and Local Government, 2007
East of England Economic Participation Study, University of Glasgow, November 2008
Raising the Participation Age in Peterborough, Young People's Learning Agency, April 2010
A Study of Migrant Workers in Peterborough, Salford Housing/Urban Studies Unit, June 2009,
Stakeholder views of the relationship between Peterborough City Council and outlying
communities in Rural North, Richard Inman, November 2010,
Integrated Development Plan, 2010, Peterborough City Council
Floodgates or Turnstiles? Migration flows to the UK, Naomi Pollard, April 2008
Longitudinal study of migrant workers in the East, Dr Claudia Schneider, January 2009,
Impact of Population Change in Peterborough 2001-2021, Research Group, Cambridgeshire
County Council.
Strategic Housing Market Assessment, Peterborough City Council, 2010
Local Transport Plan 3, Peterborough City Council, 2010
Peterborough Sub-regional Economic Strategy. PACEC, 2008
Peterborough Housing Report, Peterborough City Council. 2010,
Population and Dwelling Stock Estimates, Peterborough City Council, 2009,

10. APPENDICES

- 10.1 None.

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