

CABINET	AGENDA ITEM No. 8
13 JUNE 2011	PUBLIC REPORT

Cabinet Member(s) responsible:	Cllr Marco Cereste Leader of the Council	
Contact Officer(s):	Andrew Edwards, Head of Growth & Regeneration	452303

ENDORSEMENT OF THE 2011-12 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 2011-12 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).

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 draft 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

Opportunity Peterborough restructured during 2010, in doing so the organisation has taken on a more focused role around economic development. The past year has also seen Peterborough City Council become sole funder of the organisation following the demise of the East of England Development Agency and a withdrawal of the Homes and Communities Agency following a change in their corporate priorities.

4.1.1 Over the last year, Opportunity Peterborough and the Council have been working together to re-establish a strong economic development approach which encourages private sector growth through the attraction of new businesses to the city and reinvestment from local companies.

4.1.2 The result of this work has been a very strong and positive response by the city's private sector – with over 650 companies signing up to the Bondholder Scheme. Inward Investment has progressed well, not least with a new range of facilities being attracted around Cathedral Square. All of which has been underpinned by a visible marketing campaign that has set to establish the city as a viable, cost effective location with fast links to London and with a good quality of life.

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 2011/12 business plan sets out how the company will focus its activities during 2011/12 and builds upon the success achieved in 2010.

4.2.2 The objectives to deliver this are:

- Ensuring that Peterborough is visible to investors;
- Support local business ambitions;
- Create conditions to increase skills level across our communities;
- Increase our knowledge of the local economy and utilise intelligence effectively; and
- Support 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 eg. Web-links, 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

c) Create conditions to increase skills level across our communities

- Take forward the Peterborough Skills Vision; building a strong, visible programme of activity with business and the provider community
- OP to 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) Support the Greater Cambridge Greater Peterborough Local Enterprise Partnership

- Provide operational support to the LEP
- Ensure the LEP focuses on issues that support economic growth in Peterborough
- Broker new relationship that enable Peterborough to benefit from the LEP

4.3.2 The priorities identified above seek to encourage private sector growth and in essence are private sector facing. Thereby ensuring that OP offers local companies positive support and helps stimulate new activity. However this approach does not work in isolation. Peterborough's growth agenda needs several different delivery approaches. Including where OP will lend support where necessary, to other partners such as the Council in supporting physical growth delivery.

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. As a result of these structural changes OP have addressed associated governance issues to ensure the Council has appropriate control of OP policy and decision-making.

4.5 Human Resources Implications

4.5.1 OP has a headcount of 8 staff following reductions during 2010/11. Seven 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 Senior Council staff has been involved in drafting this year's business plan. 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 2011/12 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 Modifications to the plan can be suggested, which would be subject to discussion and agreement with other partners and therefore delay activities within it.
- 8.2 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 2010-2013.