

SCRUTINY COMMISSION FOR RURAL COMMUNITIES	Agenda Item No. 5
21 NOVEMBER 2011	Public Report

Report of the Executive Director of Paul Phillipson, Director of Operations

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PETERBOROUGH ENTERPRISE CENTRE – ENGAGEMENT WITH RURAL COMMUNITIES

1. PURPOSE

- 1.1 The purpose of this report is to provide an update on the briefings on the Peterborough Women's Enterprise Centre (PWEC) which was presented to the Committee on the 13 July 2010 and 2nd November 2010. The briefings 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 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

- 4.1 Programme staff attended the scrutiny committee on the 13th July 2011 and 2nd November 2010 to explain the founding, aims and objectives of the centre. At the core of the project was the main objective to assist women in deprived areas to start and maintain their own business. Whilst rural areas did not fall into the deprived wards specifically targeted assistance would be available to women from rural areas.
- 4.2 The original funding for the project was sourced through the East of England Development Agency (EEDA) Economic Participation Programme managed by Peterborough City Council. This funding ceased on 31st March 2011.
- 4.3 Activity to engage rural areas under that funding included:
- Leaflets in Libraries - Thorney and Eye.
 - Leaflets in Post Offices - Thorney, Newborough, Glinton, Helpston, Northborough, Wansford, Wittering

- Leaflets on notice boards – Peakirk, Maxey, Marholm, RAF Wittering children’s centre, Northborough

- 4.4 A centre manager was employed until January 2011 whose remit included outreach work. As part of this she networked with rurally operating organisations such as the Women’s Institute providing talks and establishing contacts for referral. There has been insufficient budget to employ anyone in that role since January.
- 4.5 A high profile marketing campaign in the first quarter of 2011 focussed on the Peterborough Evening Telegraph specifically as this would reach both the urban and rural audience.
- 4.6 Funding for the centre has been provided from Peterborough City Council since 1st April. This funding allowed core provision to continue but with reduced training and events at the centre. The provision was widened to all gender and seen the centre re-named Peterborough Enterprise Centre (PEC).
- 4.7 The medium term management of the centre has been the subject of a full tender process that has just been completed and sees a reducing funding profile. The appointed managers are contributing their own resources to the centre as the council funding does not cover all of the centre costs.
- 4.8 The centre will now have a receptionist and one enterprise coach as the core staff. There will be no training, events or outreach work without additional funding being sourced. Marketing will be limited with no advertising. Following the change to all gender support a new leaflet is to be produced that will be sent to the venues previously displaying flyers.
- 4.9 Since 1st April the client engagement on a ward by ward basis is:

Ward	Male	Female	Total	%
Central	6	14	20	9%
Dogsthorpe	4	12	16	7%
East	6	14	20	9%
Eye and Thorney	3	6	9	4%
Fletton	8	10	18	8%
Glington	0	2	2	1%
Newborough	1	0	1	0%
North	6	5	11	5%
North Bretton	5	5	10	4%
Northborough	2	2	4	2%
Orton Longueville	6	7	13	6%
Orton Waterville	2	9	11	5%
Orton with Hampton	9	9	18	8%
Park	6	6	12	5%
Paston	4	7	11	5%
Ravensthorpe	6	6	12	5%
South Bretton	0	2	2	1%
Stanground	3	8	11	5%
Walton	3	5	8	3%
Werrington North	4	5	9	4%
Werrington South	1	1	2	1%
West	5	6	11	5%
Wittering	1	1	2	1%
Total	91	142	233	

5. NEXT STEPS

- 5.1 The Scrutiny Commission are asked to consider the information on the Peterborough 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

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