



## MINUTES

### MEETING OF THE GROWTH PARTNERSHIP

15 SEPTEMBER 2010

#### CROSS KEYS HOMES

**Present:**

Mike Leggett, Chair  
 Richard Astle, GPP Director  
 Neil Darwin, Director of Economic Development, Opportunity Peterborough  
 Henry Clark, Baker Perkins  
 Trevor Gibson, Director of Environment Capital, PCC  
 Andy Hicks, District Performance Manager, Jobcentre Plus  
 Roger Tallowin, O&H Hampton  
 Anne Senior, Economic Participation Programme Manager, PCC  
 Mel Collins, Assistant Director - Learning and Skills, PCC  
 Alex Francis, Cambridgeshire and Peterborough, EEDA  
 Louise Harrison, GPP Minute Taking

<b>1</b>	<b>WELCOME AND APOLOGIES FOR ABSENCE:</b>
	<p>The Chair welcomed those present.</p> <p>Apologies for absence were received from; John Bridge, Tim Glossop, Steve Clarke, Craig Huntbatch, Anne Keogh, Annette Joyce, Binal Karia, Tom Bingham, Andrew Edwards, Steve Wright &amp; Marco Cereste.</p>
<b>2.</b>	<b>MINUTES OF THE PREVIOUS MEETING 19th May 2010:</b>
	<p>The minutes were accepted as a true record.</p> <p>All actions completed.</p> <p><b>Matters Arising:</b>        Both Mick Leggett &amp; Richard Astle had met with Marco Cereste to welcome him onto the Growth Partnership Board. It was also mentioned within their meeting that the private sector wish to be heard and influence the council's decisions, helping to grow the City.</p>
<b>3.</b>	<b>Growth Partnership Priorities:</b>
	<p><b>Education &amp; Skills:</b>        Mel Collins provided an update on the Education and Skills outcome:</p> <ul style="list-style-type: none"> <li>• The direction of travel is proving to be positive over a 3 year period – real progress is being made.</li> <li>• GCSE results for English and Maths have improved by 5.4%.</li> <li>• ESOL results are not available until January which will then be circulated.</li> </ul> <p><b>ACTION:</b> MC to circulate results.</p> <ul style="list-style-type: none"> <li>• 6<sup>th</sup> Form needs to be focusing on areas that are of interest to the students.</li> </ul> <p><b>ACTION:</b> MC to report in 6 months on changes made.</p> <ul style="list-style-type: none"> <li>• It was agreed to think about how we can develop Eastern Europeans into employment</li> </ul>

– growing the city.

Presentation to be circulated showing results in more depth.

**Environment Capital:**

Trevor Gibson gave a presentation on the progress of the work of the Environment Capital Partnership and its plans to launch the Home of Environment Capital campaign

- It is recognised that a strong unified brand is required.
- A major policy for the council has been drafted and submitted – decision to be made on 13<sup>th</sup> Oct.
- Aim is to attract new businesses into the city.
- The Home of Environment Capital proposal assists the risks involved in making the announcement. It is about the delivery.
- A comment noted on the key message is to omit the word ‘accolade’.  
A process to get businesses to support this initiative is in hand. The report to be finalised on Monday 20<sup>th</sup> September to submit to Cabinet. **ACTION** TG & ND to liaise.

It was agreed that Trevor would report at the next meeting on progress and on the IBM, Green Ventures environmental model.

Presentation attached.

A member of the board commented on the Environment Capital Partnership in that it is now not easy to understand what it all means and that the criteria needs to be set. Trevor Gibson agreed to take this comment on board.

**City Marketing:**

Neil Darwin updated the board on the progress, since May, of addressing marketing issues in and around the City.

- A revised Marketing Plan has been put to the OP Marketing Board.
- Looking at companies who wish to relocate to Peterborough.
- Looking at companies who should be in the city – meaningful and visible.
- Looking at bringing different businesses into Cathedral Square to broaden the range of visitors.
- OP and Queensgate working together.
- Need to distinguish city marketing between business and consumer.
- People in the city are to be kept informed of progress to gain the support.

**Business Engagement:**

Neil Darwin provided an update on business engagement:

- Currently no Business Framework is in place. ND has been developing and will report at next meeting.
- Aim to get the Bond Holders Scheme up and running – just under 200 members. Target of 500 by Christmas.
- New e-news letters will be published this week.
- Skills pledge – keen to build on business knowledge, looking at skills gap, launching under the Bond Holders Scheme.

<b>4.</b>	<b>Regional Structures:</b>
	<b>EEDA Update:</b> It was reported to the members that the Regional Transitional Board are looking at closure of

	<p>RDA (Regional Development Agencies). Information to be circulated once received from Government if required.</p> <p>Anne Senior confirmed that none of the projects have had funding cuts. Six workshops are in place – still developing more initiatives which means they can continue after March 2011.</p> <p><b>Local Economic Partnership (LEP) – update &amp; discussion:</b> Neil Darwin presented an update on work to create a local economic partnership.</p> <p>A number of interested parties had been looking at the right model for Peterborough. In the end a joint proposal with Cambridge had been submitted. Details of this had been circulated in advance.</p>
<b>5.</b>	<b>Single Delivery Plan:</b>
	Deferred to next meeting
<b>6.</b>	<b>Housing sub group work:</b>
	Deferred to next meeting
<b>7.</b>	<b>A.O.B:</b>
	Roger Hutchings announced his retirement in October, therefore retiring from Growth Partnership. Thanks was given from the Chair on behalf of the Partnership for all support given.
	<b>DATE OF FUTURE MEETING:</b> All to take place at Cross Keys Homes
	16 <sup>th</sup> February 2011 4.30-6.30pm

### SUMMARY OF ACTIONS:

RESPONSIBLE	ACTION	DUE
Louise Harrison	Circulate Mel Collins presentation	With set of minutes
Mel Collins	Circulate ESOL results when available in January	Jan '12
Mel Collins	To report on changes made to 6 <sup>th</sup> Form	Mar '12
Trevor Gibson & Neil Darwin	Liaise regarding the report and adopting business support	ASAP
Trevor Gibson	To report at next meeting on progress being made with the Home of Environment Capital campaign and to present the Peterborough environmental model	16 <sup>th</sup> Nov
Louise Harrison	Circulate Trevor Gibson's presentation	With set of minutes
Neil Darwin	Report on Business Framework	16 <sup>th</sup> Nov