



MEETING OF THE GROWTH PARTNERSHIP

22 OCTOBER 2009

CROSS KEYS

MINUTES

Present:

Mike Leggett, Chair
Richard Astle, GPP Director
Cllr. Piers Croft, Elected Member
Steve Compton, Opportunity Peterborough
David Nicholls, Opportunity Peterborough
Denise Bangay, LSC
Nik Patten, NHS
Paul Witcombe, EEDA
Steve Clarke, Business Link
Gareth Jones, UK CEED
Sue Pottle, Job Centre Plus
Henry Clark, Private Sector
Ed Murphy, Gladstone Connect
Roger Tallowin, Private Sector
Ann Senior, PCC
Maxine Grimes, PCC

1 WELCOME AND APOLOGIES FOR ABSENCE

The Chair welcomed those present.

Apologies for absence were received from John Bridge, Steve Bowyer, Sue Churchill, Cllr Gavin Elsey, Anne Corder and Tom Bingham.

2 MINUTES OF THE PREVIOUS MEETING 16 July 2009

Two corrections were brought to the attention of the chair. Candice Danleigh name was incorrectly spelt. Item 3 paragraph five, Apprentice Engagement should read National Apprentice Service.

Minutes were accepted as true record with amendments.

3 MATTERS ARISING

3.1 Actions from previous minutes.

Enough schools to cater for growth within Peterborough and what follow-up procedures for 16+ out of school.

Comparative national and regional data in relation to the Economic Downturn was still

being gathered.

Review Business Engagement Strategy and liaise with Job Centre Plus still on going.

4 RESPONDING TO THE DOWNTURN – impacts and mitigation

Richard Astle gave a presentation of the current situation with the down-turn and put the question 'what messages do we need to get over in the short term about progress and what steps are needed to enable Peterborough to get through the recession?'. Focus should be concentrated on successes such as the Future Jobs Fund and Back to Business club.

A suggestion was made to have a monthly group meeting to review figures and indicators.

It was suggested that funding schemes may not be actively promoting sources of finance which could help many businesses.

Attracting appropriately trained staff to jobs seems to be an issue for some businesses.

Some indicators presented were comparable with other areas however it did show the number of volunteers outstripped the opportunities available to them. The private sector should be encouraged to look at how it can make more use of volunteers.

Back to Business Club - Work with Job Centre Plus is exploring how to create networking support systems. Attendance has increased to 20 each week and feedback shows those attending find it a valuable place to network. One individual has secured a job through Job Centre Plus.

Future Jobs Fund. This money is available to provide employment opportunities for young people from 18-25 excluding NEETs and anyone living in unemployment hotspots. 24 partners are involved - there are no private partners as the jobs created must give benefit to the community as a whole. It is hoped the first 20 jobs will be filled by November.

There should be a high-street presence to show-case to the wider public the work of young people as well as being a place young people can network.

The private sector should be urged to look at whether it can offer training or mentoring schemes.

It is hoped a future bid will be made.

Action: Richard Astle to investigate possibility of shop front presence for FJF

5 Responding to the Downturn – economic development programme

David Nicholls and Steve Compton gave a presentation on the development programme.

Intelligence/Research. At present there is consultant gathering information on the local economy.

Lobbying. Working closely with EEDA

Direct Interventions. Recruitment is now underway for the post of Sustainable Procurement. Interviews are being held in Cambridge.

Growth Fund is small – maximum £10K which has to be matched pound for pound.

High Growth – one meeting has been held.

Skills – We need to raise skills locally as Peterborough is underperforming by 10%

It needs to be established what all this is leading to, what is the end game.

Information needs to be gathered to find out what is happening to change the attitude of Peterborough.

We need to look at what type of industry is needed in the area. What is missing is analysis of employment and what makes Peterborough tick.

The key to growth is to build centres for medium sized enterprises to encourage business to come into Peterborough rather than us trying to do it all ourselves.
Promotion of brand for City - 2 taxis – Peterborough Cycle Tour
City Marketing. There is now an interactive floor screen in Queensgate and poster campaigns in regional shopping centres. There will be an editorial in East Magazine which has 80,000 circulation. Branded Banners are being placed in key sites. The budget for this marketing is £250K but funding is an issue.
Attempts are being made to attract businesses to the empty Woolworths building., It was felt that better quality coffee shops and restaurants would help attract more people into the city.
Links are being developed with East International.
It was suggested that monitoring of the volume of enquiries from business considering relocating to Peterborough be set up. This would show how many enquiries did not come to fruition and may indicate how the marketing performs.

6 Economic Participation Programme

Ann Senior gave a presentation on the Economic Participation programme which has enabled a clear understanding of the level of need among many communities in Peterborough.

Within the first 6 months 523 job seekers have been assisted with their search for work and 21 businesses have been assisted in improving performance. 114 people have been referred to learning.

In key areas e.g. East Ward, Westwood, Ravensthorpe etc. work is being done to establish what type of learning is wanted so that it meets the needs of the people. Some suggestions have included IT skills, word processing, first aid and fork lift truck driving. The intention is this type of training will eventually become self sustaining. Redundant buildings are being identified to hopefully open a Social Enterprise Centre in Peterborough, there is no EEDA funding therefore alternative sources are being sought.

7 Driving the Environmental Goods and Services Industry

Gareth Jones informed the meeting of the background and activities of the charity UK CEED. Its activities are broadly split into four areas: Research; Engagement; Toolkit Development; Business Support.

There are many businesses wanting to come to Peterborough e.g. a global consultancy have shown an interest in the city because of its work towards the title of Environment Capital.

Low Carbon and Environmental Goods and services (LCEGS) Sector is split into three categories: Environmental; Renewable Energy; Emerging Low Carbon
Eco Innovation is a project to encourage methods, processes and products which will help to prevent or substantially reduce risks to the environment. Potentially the sector is worth £3046b worldwide and £107b in the UK. These figures are predicted to grow 45% by 2017.

Peterborough EnviroCluster has 380+ environmental businesses and organisation; 5000 jobs, £340m turnover (2002 data); Cluster attracted more than £1m of inward investment; international recognition –CENCE/EcoCluP Projects.

Eco-Innovative Cluster Partnership (EcoCluP) highlights are: Toolbox for internationalisation; service kit for innovative SME's; Eco-Cluster Manager Campus; Eco-Company Club; Practical approach for joint research cooperation.

8 Agenda Planning – what should our priorities be

Richard Astle told the meeting that priorities to drive forward progress within the city should be looked at. The areas of attention at present are skills, brand, innovation centre, planning and engagement - should these key themes continue to be the focus while moving into Phase 2.

An in-depth discussion is required and involvement from the private sector should be encourage. It was asked how private manufacturers fit in and whether they are behind the Environment Capital drive and if they lead on green technology.

It was agreed the structure is there to move forward but it is how it is used.

Skills are fundamental in the drive forward and we need to be ready for recovery of the economy. It is important to get young people into colleges now.

Richard Astle suggested that from the four areas of University and schools, Brand reputation, Environment Capital and worklessness barrier one area should be concentrated on each quarter in the growth meetings.

It was agreed that we need to up the game in getting the message across more effectively.

The structure of the board was raised and the question put as to whether the structure was right in terms of membership and how to encourage greater participation.

ACTION: Richard Astle and David Nicholls to look at membership.

9 ANY OTHER BUSINESS

The board was informed of a Business Engagement event to be held 7 December 2009 which will review what has been achieved in Peterborough in the last twelve months and look forward to 2010. The event will be hosted by Colleen Gostick, chair of GPP with Marco Cereste and John Bridge. It is being held at Buckles Solicitors from 6 – 8pm

10 DATE OF NEXT MEETING

28 January 2010 4 – 6.30pm at Cross Keys Homes, Shrewsbury Avenue, Woodston

RESPONSIBLE	ACTION	DUE
Richard Astle & David Nicholls	To review the membership	28 th Jan 10
Richard Astle	Investigate possibility of shop front presence for FJF	28 th Jan 10