



MEETING OF THE GROWTH PARTNERSHIP

28 JANUARY 2010

CROSS KEYS HOMES

Present:

Mike Leggett, Chair
Richard Astle, GPP Director
Cllr Piers Croft, Cabinet Member for Strategic Planning, Growth & Human Resources
Cllr Gavin Elsey, Cabinet Member for Regional & Business Engagement
Steve Compton, Chief Executive, Opportunity Peterborough
Steve Clarke, Business Link
Sue Pottle, External Relations Manager, Job Centre Plus
Ed Murphy, VCS Representative
Roger Hutchings, Managing Director, Queensgate
Roger Tallowin, OH Hampton
Anne Senior, Economic Participation Programme Manager, PCC
Sue Churchill, Economic Development Manager, LSC
Karen Moody, Adult Learning & Skills Strategy Manager, PCC
Paul McDermott, University Peterborough
John Wilkinson, Area Director - Cambridgeshire and Peterborough, EEDA
Jaz Sargeant, Operations Director, Opportunity Peterborough
Annette Joyce, PCC
Steve Bowyer, Opportunity Peterborough
Colleen Gostick, Chair GPP, Buckles Solicitors
Caroline Rowan, Project manager Future Jobs Fund
Danny Haigh, Headstuff working for Future Jobs Fund
Louise Harrison, GPP Minute Taking

1 WELCOME AND APOLOGIES FOR ABSENCE:

The Chair welcomed those present.

Apologies for absence were received from Henry Clark, Craig Huntbatch, Mel Collins, Shahin Ismail, Steve Wright and Tom Bingham.

2 MINUTES OF THE PREVIOUS MEETING 22nd October 2009:

The minutes were accepted as a true record.

3.a GROWTH UPDATE:

Jaz Sargeant provided a presentation on the economic development work and the Inward Investment Plan. The plan is supporting new businesses that are new to the area and to the UK. Working with 66 large international businesses, 15 have relocated to Peterborough amounting to 203 new jobs.

It was confirmed by Steve Compton that there will be a pack available supplying information to those who may be thinking of relocating to the area. This work is also being tied in with information supplied by PCC.

Various marketing campaigns have taken place which has generated interest.

ACTION: Jaz Sargeant agreed to confirm where PJ Care is relocating to.

See the attached presentation for more in depth figures.

3.b Economic Participation Programme:

Anne Senior provided an update on the programme which is funded by EEDA.

The programme is focused on helping people get back into employment and raising people's skills levels to match the businesses that are being brought into the city. The programme also links clearly to the outcomes of the Local Area Agreement.

Support and advice in CV writing, interview skills and the offer of courses are available.

ACTION: Anne Senior to confirm out of those who have been assisted in searching for jobs, how many were successful.

Each year the Economic Participation Programme team are required to produce a Strategic Plan to be approved by EEDA's Chief Executive Board that presents a clear picture for their investment in Peterborough. It articulates the need for this investment and outlines how funding will add value to other provision within Peterborough.

It also demonstrates how the investment will be utilised to respond to the current economic climate, and how it brings together key players to shape and agree key skills, employment and enterprise priorities to inform the Local Area Agreement refresh, future jobs fund proposal, LAA action planning, and to assist in identifying opportunities to access other discretionary funding.

It was agreed at the next and future meetings to provide information on:

- Economic indicators to highlight the direction of travel of our economy including targets for new employment and the current unemployment figures in the City; broader picture of the trend of unemployment in the city in comparison with other areas and how many vacancies are offered and the trend.

See the attached presentation.

4 CITY CENTRE: Update & Discussion on plans for the City Centre

The Sustainable Community Strategy Outcome, Creating a safe and vibrant city, is connected with the Neighbourhood & Strategic Regeneration Partnership. To make Peterborough a vibrant city involves looking at retail, commercial and events in the city centre. South Bank is planned to be a residential development, thus bringing people into the city.

Annette Joyce, Head of Service at PCC, gave an update on the work of her team.

Areas that are being developed include:

- Cathedral Square - with seating area and water features with plans to attract more cafes and events in the square
- St Peters Arcade
- Destination Centre
- WI FI city by Summer 2010

An Events Strategy is being developed for the city - these include:

- St. George's Day event on 1st April 2010

- Sporting events including cycling event in May 2010
- Looking at the early evening economy

A discussion took place with the following points recorded:

- How can the private sector help with developing the city centre?
- No mention about working with the Cultural Trust – interested to know about their activities/involvement
- Are there plans to use the World Cup in the summer to generate activity in the city centre such as it being televised in Cathedral Square?
- Ed Murphy is involved in the Randal Rootz Festival - would welcome involvement and for Annette to contact the key organisers
- Need to provide events for all ages to be able to involve young people.
- Facilities at POSH football ground which cater for 1200 seated are available to use – it would be a good opportunity to establish this.

ACTION: Annette will circulate the Early Evening Economy strategy.

5 LAA GROWTH TARGETS:

It is now time to review and refresh the LAA targets if required. Four indicators that fall under the Growth Sector have been chosen to be reviewed. The three that were discussed in the meeting were:

- NI 151: Overall Employment Rate
- NI 166: Average Earnings of Employees
- NI 171: New Business Registration Rate

Approval was required from the Partnership to then be put before the cabinet.

Members were concerned to ensure that the city wasn't disadvantaged financially by setting too high targets however there was a general feeling that the targets should be more aspirational than proposed.

In particular the partnership felt that we should aspire to have an employment rate (NI 151) of at least national average by 2011, rather than 0.6% below average – this principle of aspirational targets should be applied to all of the four indicators. **ACTION:** It was agreed that Jaz Sargeant would refresh the targets for the 4 NI's on this basis and then feedback to the partnership and seek approval via email.

6 RESPONDING TO THE DOWNTURN:

Caroline Rowan and Danny Haigh provided a presentation and an update on the Future Jobs Fund:

- Peterborough has successfully bid to create 167 new jobs under the Future Jobs Fund (24 partner organisations involved)
- These are jobs for young people between 18-25 and for anyone living in an unemployment "hotspot"
- Six month jobs; 27 hours a week; minimum wage
- Generic and tailored training packages
- Single employer – Peterborough City Council

Update of progress:

- 6 employees have started work
- 40 employees have been offered
- 45 interviews taking place at present
- Future Jobs Fund team in place

- Phase 2 bid has now been submitted

The partnership was asked if the private sector were able to engage with FJF and show people around their offices and be able to provide tips on interview skills.

Action: If anyone wishes to volunteer and contribute their time please email louise.harrison@gpp-peterborough.org.uk

7 GROWTH PARTNERSHIP DEVELOPMENT:

Mick Leggett introduced the agenda item. The Growth Partnership needed to identify its key priorities for 2010-2011.

A document was tabled, summarising the proposed priorities and the associated actions required during 2010/11. These were developed by the private sector representatives at a recent meeting..

The priorities suggested are :

- Skills & Education
- City Marketing
- Environment Capital
- Business Engagement & Communication

ACTION: From discussions that took place, the document will be amended accordingly then circulated to the Growth Partnership for approval to be then taken to the GPP Executive. Future agendas and actions would then focus on these priorities through the year.

8 A.O.B:

No further business

9 DATE OF FUTURE MEETING: All to take place at Cross Keys Homes

19th May 2010 4.30-6.30pm

15th September 2010 4.30-6.30pm

16th November 2010 4.30-6.30pm

16th February 2011 4.30-6.30pm

SUMMARY OF ACTIONS:

RESPONSIBLE	ACTION	DUE
Jaz Sargeant	Confirm where PJ Care is relocating to.	30 th April '10
Anne Senior	Confirm out of those who were given support on the Economic Participation Programme who were successful in obtaining a job.	30 th April '10
Jaz Sargeant	To refresh the targets for the 4 NI's based on National Targets to then feedback to the partnership and seek approval via email.	12 th Feb '10
Annette Joyce	Circulate the Early Evening Economy strategy.	26 th Feb '10
All	If anyone wishes to volunteer and contribute their time for Future Jobs Fund and show people around their offices and be able to provide tips on interview skills: please email louise.harrison@gpp-peterborough.org.uk	30 th April '10
LH/All	Circulate Growth Partnership priorities for feedback/approval, which will then be taken to the Executive.	12 th Feb '10