



## THE BUSINESS BOARD

<b>BUSINESS BOARD</b>	<b>AGENDA ITEM NO: 4.7</b>
<b>23 SEPTEMBER 2019</b>	<b>PUBLIC REPORT</b>

### UPDATE ON BUSINESS BOARD MEMBER RECRUITMENT

#### 1.0 PURPOSE

- 1.1. At its meeting on 22 July 2019 the Business Board agreed the process and timetable for the recruitment of 6 additional Business Board members, and the appointment of a permanent Chair.
- 1.2. This paper provides an update to the Business Board to report on progress made with the recruitment campaign.

<b><u>DECISION REQUIRED</u></b>	
<b>Lead Member/s:</b>	<b>Austen Adams, Interim Chair of the Business Board</b>
<b>Lead Officer:</b>	<b>John T Hill, Director of Business and Skills</b>
<b>Forward Plan Ref: N/A</b>	<b>Key Decision: No</b>
The Business Board is recommended to:  Note progress made against the agreed process and timetable for the recruitment of additional Business Board members.	

#### 2.0 BUSINESS BOARD MEMBER RECRUITMENT UPDATE

- 2.1. The Business Board member recruitment advert went live on 27th August and was published on the Cambridgeshire and Peterborough Combined Authority's (CPCA) website. The advert is appended as Appendix 1 to this report.

- 2.2. A promotional video was also produced to showcase the role of the Business Board and to support the recruitment campaign. This was published on the CPCA LinkedIn page. A link to the page is provided below.
- 2.3. It was agreed the advert would be openly advertised on a variety of platforms to ensure that people across the business community have an opportunity to apply and consider the diversity requirements of the Board. The advert was promoted via several partner platforms, including Opportunity Peterborough, Cambridge Wireless, TWI, LEP Network, Growth Hubs Network, One Nucleus, Chamber of Commerce, FSB, IOD (Institute of Directors) and IED (Institute of Economic Development).
- 2.4. The recruitment campaign also featured in local press to maximise exposure, and editorials were published in the Peterborough Telegraph and Cambridge News. The links to press coverage are provided below.
- 2.5. Recruitment will close on 18th October and all applications will be reviewed and a final shortlist of candidates will be invited to interview.
- 2.6. In accordance with the Business Board Constitution (Section 9 - Recruitment, Appointment and Termination of Private Sector Members), the shortlisting and interviewing of candidates is carried out by a nominated panel, consisting of Chair and Vice-Chair of the Business Board, and the Mayor of Cambridgeshire and Peterborough Combined Authority or the Combined Authority's Lead Member for Economic Growth.
- 2.7. The date for interviews is to be agreed, following which a final list of recommended appointees will be presented at the Business Board meeting in November.
- 2.8. All existing and new Board members will be invited to apply for the role of permanent Chair.

### **3.0 BOARD MEMBER SKILLS MIX**

- 3.1 The following criteria have been agreed for appointing Board Members to the Business Board. The criterion is independent of business representative organisations and therefore membership to the Business Board will not require membership of any business representation body.
- 3.2 Private sector representatives must have experience of being a Chair/CEO/MD/Senior Manager/Senior Partner of a business and therefore be:
  - A successful businessperson
  - Dynamic with good communication skills
  - Passionate about improving Cambridgeshire & Peterborough.
- 3.3 Board Members should be able to demonstrate:
  - High level and broad management skills, both at a strategic and operational level, utilised in a complex organisation or SME.

- An understanding of how to translate local, regional, national government policy into workable, strategically focussed on delivery and improvement.
- An extensive knowledge of the needs of specific sectors/stakeholders including barriers to business growth (e.g. skills) and their impact upon Cambridgeshire & Peterborough particularly from the growth and enabling sectors.
- Political Awareness.
- A knowledge of designing and implementing approaches to working to constantly assess and challenge the effectiveness and efficiency across a broad range; not limited to a single specialism.
- The ability to create an environment in which new opportunities are created and acted upon.
- Knowledge of “best practices” and industry wide benchmarking activities to achieve efficiency and a high level of performance.
- The ability to proactively engage in influencing the shaping of policy and direction.
- An understanding of how to use the media to promote and market the work of the CPCA and the Business Board.
- The ability to be a change management leader for Cambridgeshire & Peterborough.

#### **4.0 BOARD MEMBER COMPETENCIES**

4.1 The following competencies have been identified and agreed as necessary for the effective execution of a Board member role:

- Performance and Result Focus – focuses energy and commitment on achieving results that are critical to the success of the Business Board, stakeholders and partners.
- Innovation and Continuous Improvement – demonstrates an open mind to challenge traditional approaches. Approach taken is always improvement orientated.
- Leadership – creates and communicates a shared vision which inspires enthusiasm and commitment to achieve aspirations of the Business Board
- Commercial Awareness – understands the environment in which the Business Board and Local Authorities partners operate. Considers the financial and wider commercial/sub regional implications of their decisions and actions.
- Strategic Thinking – sets, pursues with vigour, and regularly reviews a clear strategic course aimed at enabling long-term growth and success.
- Representation – it is compulsory that all Business Board make themselves available for at least 2 supplementary sub-committee or panel as and when required.

#### **5.0 THE TERM OF APPOINTMENT**

5.1 All appointments and re-appointments will be made in compliance with agreed stipulations regarding terms of office. Business Board members will normally serve for a period of three years renewable for one further term subject to the

approval of the Business Board and subject any such performance review as the Business Board may establish.

## **6.0 FINANCIAL IMPLICATIONS**

6.1. There are no financial implications.

## **7.0 LEGAL IMPLICATIONS**

7.1. The requirements as to recruitment of the Business Board Chair and Members are set out in the Business Board Constitution and are explained in the report and appendices.

## **8.0 APPENDICES**

8.1. Appendix 1 - Recruitment Advert

<b><u>Background papers</u></b>	<b><u>Location</u></b>
CPCA LinkedIn	<a href="https://www.linkedin.com/company/cambs-pboro-combined-authority">https://www.linkedin.com/company/cambs-pboro-combined-authority</a>
Peterborough Telegraph	<a href="https://www.peterboroughtoday.co.uk/business/more-industry-chiefs-from-peterborough-needed-for-mayor-s-team-1-9051264">https://www.peterboroughtoday.co.uk/business/more-industry-chiefs-from-peterborough-needed-for-mayor-s-team-1-9051264</a>
Cambridge News	<a href="https://www.cambridgenetwork.co.uk/news/search-brightest-and-best-business-board-recruits-drive-regional-enterprise">https://www.cambridgenetwork.co.uk/news/search-brightest-and-best-business-board-recruits-drive-regional-enterprise</a>
Business Board Constitution	<a href="https://cambridgeshirepeterborough-ca.gov.uk/assets/Business-Board/BB-Constitution-May-2019-1.pdf">https://cambridgeshirepeterborough-ca.gov.uk/assets/Business-Board/BB-Constitution-May-2019-1.pdf</a>