



## THE BUSINESS BOARD

<b>BUSINESS BOARD</b>	<b>AGENDA ITEM No: 1.5</b>
<b>22 JULY 2019</b>	<b>PUBLIC REPORT</b>

### **BUSINESS ADVISORY PANEL UPDATE – JULY 2019**

#### **1.0 PURPOSE**

- 1.1. To receive the minutes of the new Business Advisory Panel meeting on 27<sup>th</sup> June 2019 and note the recommendations made to the Business Board.

<b><u>DECISION REQUIRED</u></b>	
<b>Lead Member:</b>	<b>Chair of Business Board</b>
<b>Lead Officer:</b>	<b>John T Hill, Director of Business &amp; Skills</b>
<p><b>The Business Board is recommended to:</b></p> <ul style="list-style-type: none"><li><b>a) Note the minutes of the Business Advisory Panel meeting held on 27th June 2019;</b></li><li><b>b) Approve the appointments of Chairman and Vice-Chairwoman made by the Business Advisory Panel; and</b></li><li><b>c) Note the recommendations from the Business Advisory Panel as set out in Section 2.4 of the report.</b></li></ul>	

## 2.0 BACKGROUND

2.1 The Business Advisory Panel was formed to fulfil the following functions:

- A consultative business group, representative of the business community, to inform the Combined Authority Business Board, CA and partners on the issues, needs and opportunities facing the Combined Authority Area's Business community.
- To consider and review the Local Industrial Strategy and provide practical business feedback and guidance to the Combined Authority on its prioritisation, development and effective implementation.
- To comment to the Combined Authority on the Local Industrial Strategy implementation and the Growth Hub activity.
- To support the Business Board with representation from a large (approximately 7,920) local, membership based business community that was transparent and apolitical.

## 2.2 Business Advisory Panel Membership and Composition

The membership of the Business Advisory Panel should be representative of the Combined Authority's business community and consist of representatives of local business groups in the area.

It will include members of key business groups in the combined Authority Area including Chambers, FSB, IOD, Social Enterprise, Low Carbon, Manufacturing, Rural, Exporters and other key CPCA business networks. Membership of the Business Advisory Panel will be by invitation through key business groups. Business Advisory Panel meetings will take place bi-monthly with dates set at the start of each year. Daytime meetings will typically last for 2.5 hours given the breadth of issues to be considered. The format will typically be a presentation on key topic areas and discussion followed by agreed follow up actions. Where appropriate, briefing papers will be provided 5 days in advance of meetings to allow members to gain an understanding of the issues to be debated, these may be issues that the Business Board require to be considered.

## 2.3 Business Advisory Board Member Appointment

Business organisations identify and agree the representatives they wish to put forward as Panel members. Substitutes may attend subsequent meetings. The Chair and Vice Chair are agreed by the Panel. Panel Members and Chair will be subject to formal endorsement by the Combined Authority Business Board.

The Panel will report into the Business Board by providing minutes with recommendations.

The following organisations have nominated these persons to participate;

Alan Todd	FSB
John Bridge	Chambers of Commerce
Simone Robinson	IOD (Vice Chair)

Charlotte Horrobin     Make UK  
Stuart Gibbons        UKTI Export Champion & Apprenticeship Ambassador  
(Chair)  
Caroline Hyde Allia  
Hannah Padfield     NFU

The Chair will formally invite the CBI to join the panel. Other members may be appointed by a simple majority of members and observers invited to attend when considered appropriate by a simple majority of members.

#### 2.4 **Recommendations from the Business Advisory Panel;**

The Panel debated the current gap in provision of local business support drawing upon their wider knowledge of what was being done in neighbouring regions and across the country and concluded that priority should be given to the following recommendations;

1. **EU Exit exporting support needed** e.g. like Passport to Export and OMIS, using the title of “Think global”, with Mayor as flagship leader to provide more hands-on support than available at present; This has not been a service available in this region for some years but has been highly successful in other regions;
2. **EU Exit support for export/import documentation** like that withdrawn by UK Gov in May, in the form of workshops and subsidised (50/50) consultancy support to better prepare businesses; This was successful but withdrawn by central government before the previous Brexit deadline and not reinstated afterwards;
3. **Bolster marketing with a positive spin** on showcasing businesses in Cambridgeshire (“open for business”) and those exporters who have made significant progress especially to Commonwealth countries; The lack of marketing to promote this as a region was noticeable and at odds with neighbouring regions, there were many suggestions on marketing assets that were readily available that could be pulled together comprehensively; and
4. **Implement 5G and 1GB infrastructure**, be that fibre or wireless, across the region, to make every area a place to work and live; Despite the success of previous schemes there had been little progress more recently and it appeared that the programme to improve connectivity vital for business growth had stalled.

#### 2.5 It is noted that funding may be available from the following sources to deliver the recommendations:

- 2.4.1, 2.4.2 and 2.4.3 – EU Exit Fund from Central Government where local authorities across England will receive a share of £56.5m to help support their preparations for Brexit. £181,818 was allocated to the Combined Authority over the two years 2018-2020.
- 2.4.4 ESIF call Under PA2 released 28th June 2019, Information and Communications Technology: call in Cambridgeshire and Peterborough Combined Authority (OC13R19P 0980).

### **3.0 FINANCIAL IMPLICATIONS**

- 3.1 The panel receives no funding and is entirely voluntary in nature. As such, the only implication is staff time to support the panel – which is being resourced from within existing CPCA officer capacity.
- 3.2 The costs of taking forward the panel's recommendations are unknown as the ideas have not been developed into project proposals. Any funding requested from the Business Board, or CPCA, for these projects would need to pass through due process, as set out in the combined Assurance Framework.

### **4.0 LEGAL IMPLICATIONS**

- 4.1 There are no legal obligations as the panel is advisory in nature. CA officers provide support and guidance.

### **5.0 SIGNIFICANT IMPLICATIONS**

The panel is gender neutral consisting of four female and three male members and one yet to be appointed.

### **6.0 APPENDICES**

- 6.1 Appendix 1 - Minutes of the BAP meeting on 27<sup>th</sup> June 2019
- 6.2 Appendix 2 - Terms of Reference and Forward Plan of the BAP

<b><u>Source Documents</u></b>	<b><u>Location</u></b>
None	