

Business Advisory Panel Update

To: Business Board

Meeting Date: 12 May 2021

Public report: Yes

Lead Member: Chair of the Business Board, Austen Adams

From: Director of Business & Skills, John T Hill

Key decision: No

Recommendations: The Business Board is recommended to:

Approve the proposed changes to the Business Advisory Panel's Terms of Reference, including changes to its membership and functions, as detailed in Appendix 1.

1. Purpose

- 1.1 To seek the Business Board's approval for the proposed reconfiguration of the Business Advisory Panel's (BAP) membership and associated revisions to its Terms of Reference, to ensure the BAP continues to deliver effective support to the Business Board.

2 Background

- 2.1 The BAP's original Terms of Reference were approved by the Business Board at its meeting on 22nd July 2019. The BAP was set up as an opportunity to feed in the views of the wider business community, through connectivity with the local divisions of national business organisations, such as the Federation of Small Businesses (FSB), Institute of Directors (IoD), Confederation of British Industry (CBI) and Chambers of Commerce (CoC), as well as place-based organisations, such as Opportunity Peterborough (OP) and Cambridge Ahead (CA).
- 2.2 The initial meetings were relatively successful, although the Business Board was keen to develop the BAPs role and interface into Business Board meetings over the course of 2020. However, as a result of Covid-19, meetings were suspended in February 2020 on the basis

that the BAP role was subsumed into the operations of the Covid-19 Local Economic Recovery Sub-Group (ERSG).

- 2.3 The ERSG has been instrumental in connecting CPCA officers, local authority officers and leaders from all local business organisations into a regular (fortnightly) forum, able to share insight on economic and sectorial impacts, and to collaboratively co-create an Economic Recovery Strategy for Cambridgeshire and Peterborough.
- 2.4 The combination of participants and practical outcomes focus of this new group has delivered effective results that the Business Board had envisaged from the BAP.
- 2.5 On this basis, CPCA officers have proposed that the BAP be reconfigured into the same membership as ERSG (including both business organisations and Local Authority officers) to replicate the more dynamic and powerful role the ERSG has been able to deliver throughout the Covid-19 pandemic. This would enable the BAP to deliver greater value and support to the CPCA Business Board in a manner that is closer to the design and operating model of the ERSG.
- 2.6 Additionally, the Terms of Reference have been further amended to ensure the BAP provide a link into the OxCam structures for the Business Board, bringing insight to the Business Board on what ideas are evolving from within the OxCam development initiatives and transmitting out into the OxCam the Business Boards 'business voice' on the development of ideas. This will allow the BAP to provide reports to the Business Board on OxCam activity and providing recommendations on various Oxcam initiatives, into the OxCam North Growth board, via the Business Board.
- 2.7 Furthermore, CPCA officers have sought the view of local Department for Business, Energy and Industrial Strategy colleagues, who are supportive of the proposed BAP membership reconfiguration, and agree that as the landscape evolves, it is sensible to consider how best the Business Board maintains strong relationships with all its stakeholders, including changes to ensure the BAP remains an effective mechanism and bolsters the Business Board's ability to provide coordinated responses to the Government on behalf of the whole area.
- 2.8 As we emerge from Covid-19, CPCA officers will reconvene BAP meetings from July 2021, in synchronisation with the schedule for Business Board meetings.

Significant Implications

3 Financial Implications

- 3.1 None

4 Legal Implications

- 4.1 None

5 Other Significant Implications

5.1 None

6 Appendices

6.1 Appendix 1 – Revised Business Advisory Panel Terms of Reference

7 Background Papers

7.1 Business Advisory Panel Update – July 2019 (Agenda Item 1.5, Business Board meeting on 22nd July 2019):
<https://cambridgeshirepeterboroughcagov.cmis.uk.com/Meetings/tabid/70/ctl/ViewMeetingPublic/mid/397/Meeting/872/Committee/69/SelectedTab/Documents/Default.aspx>