

Appendix 3	Questions	Answers	Interventions
For the C&P Advanced Manufacturing Sector	How can C&P's Advanced Manufacturing firms continue to grow, innovate, and compete internationally?	Developing products and processes is a deliberate and strategic activity that growing firms need to do regularly. Firms should engage with useful sources of advice, guidance, and support where they are seeking to grow. They should network with the knowledge base and other firms to identify new solutions to problems.	Support the CPCA's future opportunities roadmap work and draw on support from the new 'Make It Smart' programme. Join and engage with the Smart Manufacturing Alliance.
	What can firms do to strengthen the skills pipeline for the advanced manufacturing sector?	Firms can play an important role in publicising the opportunities and the benefits of working in Advanced Manufacturing. Engaging with existing and new schemes to promote manufacturing and create new entry points for young people into the sector will help secure the long-term workforce needed for growth.	Support the CPCA's manufacturing skills programmes and those of partner organisations. Work with schools and colleges to promote opportunities to learners and young people.
For the CPCA and its local delivery partners	How can the CPCA and its delivery partners identify firms with the most promise for support measures, and work with these firms to develop opportunities?	It will be essential to understand the opportunities and timescales associated with new groups of technologies such as sustainable / net zero technology, Industry 4.0 etc. Work with key decision-makers in firms will be needed to identify opportunities to improve products and processes.	Publish a futures opportunities roadmap which can be used with businesses to inform their future growth ambitions.
	How can the CPCA and its delivery partners best help firms to navigate different funding and support offers, particularly in a more competitive bidding environment?	The existing support landscape is complicated and fragmented. Mapping the existing offer and communicating this in an accessible way so that firms can find the funding that they need is important.	Produce a 'London Underground style' guide to Advanced Manufacturing and Materials sources of funding, support and networks for the region.
	How can the CPCA and its delivery partners provide the right support needed to ensure companies with ambition and potential are able to grow?	Need to provide a single point of access programme with a broad range of support in terms of leadership / coaching, finance, exporting, innovation, etc. that can be tailored to the needs of individual businesses. This might draw on other extant programmes but will make it easier for firms to navigate and get support in a joined-up way.	Commission and implement the programme design for Cambridgeshire & Peterborough's 'Make It Smart' integrated business support package (implementation to take longer than next 12 months).
	How can CPCA and its delivery partners ensure long-term skills provision that supports firms to grow?	Existing initiatives such as the Smart Manufacturing Alliance's Training Brokerage Service and the Metalcraft Advanced Manufacturing Training Centre will need to be built upon. Work is needed to understand where gaps remain in terms of the amount, type and location of training provision - and where existing provision is being underutilised.	Produce a review and gap analysis of existing supply and demand for skills to inform where future provision should be targeted. Over the long term implement the findings of the skills review which might include activities such as: developing or enhancing skills infrastructure where needed, working with employers to create opportunities for young people, working with employers and training providers to raise awareness of employment opportunities.
	How can the CPCA and its delivery partners build a self-supporting cluster of sector assets that delivers economic benefits across Greater Cambridge, the Fens and Greater Peterborough?	The creation of the Smart Manufacturing Alliance (which CPCA has co-funded) provides an effective platform for ongoing networking amongst local manufacturing firms.	Continue to support the Smart Manufacturing Alliance to provide a comprehensive network of manufacturing businesses within CPCA.
	How can CPCA and its delivery partners ensure that we effectively 'sell the opportunity' of investment and location in our area?	Need to identify the opportunity sites and locations and understand what the offer is to potential inward investors. Need to bring together existing knowledge from partner organisations and ensure that promotion is consolidated.	Review the place marketing offer and work with partners to establish a single voice for the different offers in the area.
For Government	How can the UK Government support CPCA and local partners to provide the business support needed to help manufacturing firms thrive?	The Made Smarter programme is well-respected nationally. Rolling this out in Cambridgeshire & Peterborough would enable our firms to benefit from the support and expertise offered through this programme.	Government to roll-out the Made Smarter programme nationally - though with local / regional oversight and guidance from local partners.
	How can the UK Government support continued innovation in the C&P advanced manufacturing sector?	Innovate UK offers good support to firms though this is increasingly oversubscribed. The Catapult network provides useful support but is typically used by large companies. Providing more funding to these and other organisations specifically for the benefit of SMEs will help develop more growth companies in Cambridgeshire & Peterborough, as well as other parts of the UK.	Government to increase funding to Innovate UK and the Catapults Network with a focus on supporting SMEs to innovate.