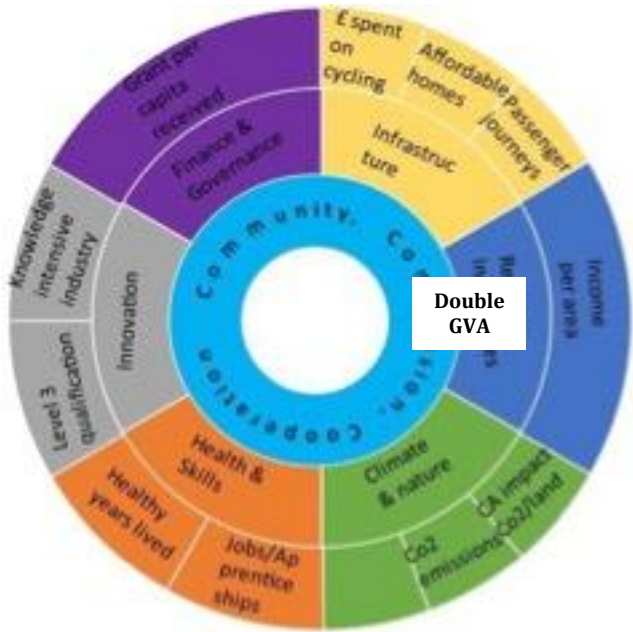


Good Growth

Employment and a good wage are key determinants of health and wellbeing. Increased productivity is fundamental to driving up wages and employment opportunities whilst using resources in a more sustainable way. In driving growth, we have to ensure that prosperity makes life better, healthier and fairer and does not exhaust the resources our children will need for the future. Improving business productivity is therefore absolutely core to achieving not just growth, but good growth.

The Combined Authority has adopted a 6 capitals approach to investment, summarised below. The actions in this strategy fully aligned with this model.

Figure 1. 6 Capitals and the Cambridgeshire and Peterborough Sustainable Growth Model



The vision we have agreed for economic growth is set out below, with objectives to deliver against the six forms of capital:

The Vision:

Cambridgeshire and Peterborough is the place where unique business, natural and research assets tackle world problems whilst creating good jobs and healthy lives for all our residents in all our places. Globally leading and competitive, also more equal and sustainable.

The Objectives:

Reducing Inequality				
Good quality jobs in high-performing businesses	Better quality skills through a world-class skills system	Accelerate local placemaking and renewal		Ensure transition to green, low-carbon economy
<p>Deliver good quality, well-paid, high-skilled jobs in an innovative, globally competitive business environment</p> <p>Support high-growth priority sectors (Agritech, AI, Digital, Life Sciences, Advanced and Green Manufacturing)</p> <p>Protect opportunities in our foundation sectors (Education, Health and Care, Retail, Leisure and Agri-food)</p>	<p>Support learners and workers to acquire the skills they need through an inclusive, world-class local skills system that matches the needs of employers, learners and communities</p> <p>Enhance pre-work learning and formal education and support life-wide and life-long learning.</p> <p>Improve employer access to talent, supporting employment in high-value jobs in priority sectors and protecting employment in foundation sectors</p> <p>Support into and between work, including supporting learners and workers to acquire skills for a low-carbon economy</p>	<p>Tackling inequalities in investment and opportunity, as well as barriers to growth, to maintain and enhance C&P's competitive advantages as a great place to live, work and run a business</p> <p>Revitalise town and city centres with better spaces for businesses and people, improved public realm, supporting culture and creativity, and making better green space more accessible</p> <p>Bringing forward employment land, including in Market Towns, to support new supply chains across our economies and inward investment opportunities, delivering good jobs.</p>	<p>Ensure that all parts of Cambridgeshire and Peterborough have the ecosystem needed to support high growth businesses across all sectors</p> <p>Supporting increased trade and exports, inward investment, wraparound enterprise support including for innovation</p>	<p>Build on global strengths in water and utility management, green engineering, agri tech and food and environmental management and restoration to catalyse green growth across C&P and enhance natural capital</p> <p>Support low carbon, green technology transition in all sectors.</p> <p>Invest in low carbon transport and build biodiversity and natural capital gains into all new development.</p>

Most Strategies support multiple objectives

