

## **Terms of Reference of the CPCA Business Advisory Panel (Updated May 2021)**

### **Functions**

The Business Advisory Panel will fulfil the following functions:

- A consultative business group, representative of the business community and local authorities, to inform the Business Board, CA and partners on the issues, needs and opportunities facing the Combined Authority Area's Business community.
- To consider and review local strategy and provide practical business feedback and guidance via the Business Board on prioritisation, development, and effective implementation.
- To 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.
- To provide reports to the Business Board on OxCam activity and also providing recommendations on various Oxcam initiatives, into the OxCam North Growth board, via the Business Board.

### **Business Advisory Panel Membership and Composition**

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

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 one or two 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.

### **Business Advisory Panel Member Representation**

Business organisations will be requested to identify and agree the representatives they wish to put forward to be Panel members.

To ensure attendance levels remain consistent at BAP Meetings, deputy representatives are encouraged who may attend subsequent meetings if the main representative is unable to do so. Other observers and guest speaker can be invited to attend when considered appropriate by a simple majority of members.

The Chair and Vice Chair have been agreed by the Panel. Panel Members and Chair will be subject to formal approval of the Combined Authority Business Board. The Panel will report into the Business Board.

## **Membership**

Membership of the Panel will be kept under review, and additional members can be suggested by existing members and the Business Board and agreed by a simple majority. Membership of the Business Advisory Panel will consist of the following, with a representative to be nominated from each organisation:

- Cambridgeshire & Peterborough Combined Authority
- Cambridgeshire Chamber of Commerce
- Federation of Small Businesses
- Confederation of British Industry
- Cambridge Ahead
- Cambridge Network
- Institute of Directors
- Make UK
- UKTI Export Champion & Apprenticeship Ambassador
- Allia Business Centres
- NFU
- Cambridgeshire County Council
- Cambridge City Council
- Peterborough City Council
- Opportunity Peterborough
- Greater Cambridge Partnership
- South Cambridgeshire District Council
- East Cambridgeshire District Council
- Huntingdonshire District Council
- Fenland District Council

## **Bilateral flow of information**

The Business Board and Business Advisory Panel will work together to exchange updates, information and market intelligence bilaterally. To provide insight for the Business Board on matters that either restrict or increase the growth of SME's in the Combined Authority area, that would enable the Business Board to better meet the objectives laid out in local strategy.

The Business Advisory Panel can amplify information from the Combined Authority and The Business Board to their members. Conversely, the Business Advisory

Panel can relay information back to the Business Board on the issues, needs and opportunities facing the Business community in the Combined Authority area. Where possible, an evidence base should be provided to demonstrate the importance of these topics to the Business Board.

In situations where the Business Advisory Panel wish to make a specific and actionable recommendation to the Business Board, these recommendations should also be supported by evidence-based feedback/research from an appropriate proportion of their membership audience. This, in turn, will strengthen these recommendations.