

Business Board Annual Report and Delivery Plan 2021

To:	Business Board
Meeting Date:	19 July 2021
Public report:	Yes
Lead Member:	Chair of the Business Board, Austen Adams
From:	Business Programmes & Business Board Manager, Domenico Cirillo
Key decision:	No
Recommendations:	<p>The Business Board is recommended to:</p> <ul style="list-style-type: none">a) Approve the Business Board's Annual Report (2020-21) and Annual Delivery Plan (2021-22);b) Recommend the Combined Authority Board approves the Business Board's Annual Report (2020-21) and Annual Delivery Plan (2021-22), and approves submission of both documents to the Department for Business, Energy & Industrial Strategy (BEIS); andc) Recommend the Combined Authority Board approve a new budget of £15k to implement design work to develop and produce a publishable version of the Annual Report and Delivery Plan, and digital platform, to better communicate and showcase achievements of the Business Board, to be funded from Enterprise Zones Reserve Fund.

1. Purpose

- 1.1 To seek approval of the Business Board's Annual Report (2020-21) and Annual Delivery Plan (2021-22) and for the documents to be submitted to Department for Business, Energy & Industrial Strategy (BEIS).
- 1.2 To seek a recommendation to the Combined Authority Board for the creation of a £15k budget to fund subsequent design work to produce a publishable version and digital dashboard platform to showcase Business Board achievements to external stakeholders and target audiences.

2. Background

- 2.1 The Business Board is required to produce an Annual Report & Delivery Plan each year in line with the National Local Growth Assurance Framework (*p42, para 163*):

“As part of the assurance monitoring process, each LEP is required to publish an annual report and delivery plan. The delivery plan and annual report should set out a well-developed understanding of the local economic evidence base to identify opportunities and obstacles to inclusive growth, prosperity and improved productivity. Government will work with LEPs to develop measures to report against in the plan and report. These will be considered as part of the annual assurance process. Delivery plans and annual reports should be published at the beginning of each financial year.”

- 2.2 The Annual Report & Delivery Plan focuses on aspects for which the Business Board is responsible, including Local Growth Funds, Local Industrial Strategy, Sector Strategies and Enterprise Zones. However, as the work of the Business Board is integrated fully into the Combined Authority, the Annual Report & Delivery Plan covers all aspects of the Business and Skills Directorate delivery, including the University of Peterborough.
- 2.3 The Business Board Annual Report (2020-21) is included at Appendix 1 and the Annual Delivery Plan (2021-22) is included at Appendix 2 to this report.

3. Delivery Plan Publication & Digital Platform

- 3.1 Whilst there is a requirement to produce an Annual Report and Delivery Plan each year, we are keen that this year is not seen as just another standardised government publication but as a media opportunity to better showcase the Business Board's achievements since its inception in November 2018. The documents will therefore undergo subsequent design work to produce a publishable version and accompanying digital dashboard platform to maximise communication and media opportunities to better showcase Business Board achievements to external stakeholders and target audiences. In terms of timescales, this delivery is expected as follows:
 - Publishable version with full marketing/PR plan for the August Business Board Activity Update meeting allowing members to discuss and feedback comments.
 - Business Board approval at its meeting on 14th September (with a PR launch campaign

in preparation, including an event with the Major and Chair of the Business Board).

- 3.2 This work will link with the Business Board’s 3-year anniversary, a campaign which aims to raise the profile of the Business Board and its members, and to show leaders, learners and workers how and what the Business Board is delivering for them. It will also enable board members to reach out to contacts from which they can leverage to get key messages picked up by the press and media.
- 3.3 Combined Authority officers are currently finalising content and are in the process of scoping publication design works together with external consultants. This activity forms part of the Business Board’s communications strategy and would allow members to play a more active and visible role in Business Board communications and help to shape and evaluate communications activity.
- 3.4 A working sub-group is therefore being set-up to ensure we continue to fully engage with and involve the Business Board. Board members Faye Holland and Rebecca Stephens have already expressed an interest to be involved and for the opportunity to input into the design work. The sub-group will report back to the Business Board via future Activity Update meetings to update on progress.

Significant Implications

4. Financial Implications

- 4.1 A budget of £15,000 from the Enterprise Zones Reserve Fund is being requested to cover the costs of print design and digital dashboard. The table below shows the impact of the requested decision on the MTFP.

Financial change summary (£'000)			2021-22	2022-23	2023-24	2024-25
Change Requested	BB Annual Report (new line)	Approved	15	-	-	-
		STA	-	-	-	-
Revised MTFP	BB Annual Report	Approved	15	-	-	-
		STA	-	-	-	-

- 4.2 Please refer to Table 8 in Item 2.1, Budget & Performance Report which gives an overview of the asks on the Enterprise Zones Reserve Fund. As can be seen, there are sufficient funds forecast to be received within 2021/22 to meet this funding requested here, along with those in Item 3.3 and Item 3.4, whilst leaving an in-year surplus of £114k.

5. Legal Implications

- 5.1 The Business Board, as the region’s Local Enterprise Partnership, is required by the National Assurance Framework, to publish an Annual Report on their activities in the previous 12 months alongside a Delivery Plan setting out their ambitions for the coming year.

6. Other Significant Implications

6.1 None.

7. Appendices

7.1 Appendix 1 – Business Board Annual Report (2020-21)

7.2 Appendix 2 – Business Board Annual Delivery Plan (2021-22)

8. Background Papers

8.1 [National Local Growth Assurance Framework](#)