

*CPCA Update to*  
**FENLAND DISTRICT COUNCIL  
OVERVIEW & SCRUTINY PANEL**

# Growth Works Programme – whole 3-Year Review: Growth Coaching and Revenue Grants



385 Jobs (Committed)



240 Business Supported with growth Diagnostic



63 Business starting Coaching Assignments

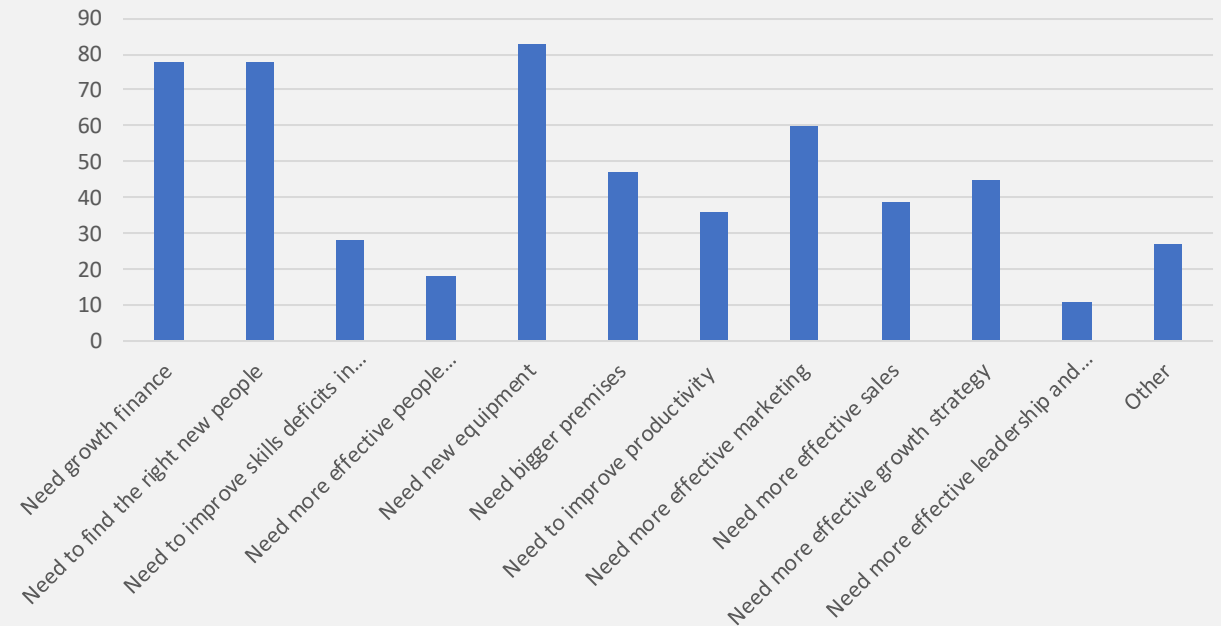


63 Business starting a Coaching Journey



63 Business completing a Coaching Journey

Diagnostic Report on Challenges by Businesses in FDC



# Growth Works Programme - whole 3-Year Review: Inward Investment, Skills support, SME CapEx Grants and Equity Investment

## Inward Investment

25 Jobs Created

2 Inward Investment successes landed locally

## Skills

40 Apprenticeships created

183 Additional training and learning outcomes

## SME CapEx Grants and Equity

224 Jobs Created

12 SME CapEX grant awards made to FDC local firms

### Inward Investment Successes:

- Food and Drink (UK Inbound)
- Agritech (Peru)

- 6 of 6 eligible schools engaged in CEC
- 6 of 6 schools engaged completed a Compass

### SME Capital Growth Awards

- £956,724 Awarded in Capital Growth Funding in local Small Businesses

# CPCA Growth Hub



Growth Hub team of 4 TUPE'd from Growth Works Programme in November 2023



(Growth Hub is funded by DBT annual Grant of £298,500 to deliver business signposting service across CPCA region to businesses of any size)



CPCA Growth Hub and Fenland EDO team have a very strong relationship working in partnership, for example many joint visits to business clients across the year, this maximising value add to the client,

A great recent example of joint working is Bio Natural Solutions and this was a joint approach with Ann Wardle and the Growth Hub.

Outputs in FDC in last year:

62 businesses across the region received 1 hour session with Growth Hub business advisors ( including, mentoring, signposting, guidance on national programmes)

12 businesses across the region have had 3-hour workshop delivery (business planning and Financial Overview )

Big role in helping the FDC UKSPF programme, including support to run Workshops and Mentoring

# CPCA Growth Hub – Case Study

## Bio Natural Solutions



Bio Natural Solutions is a global biotechnology company. Using potato peels and patented technology Bio Natural Solutions has worked to revolutionise the production of fresh fruit and vegetable produce as we know it by offering chemical-free, vegan, organic and net-zero commercial products for a carbon-neutral transition of the agricultural sector.



"It is inspirational to work with innovative companies such as Bio Natural Solutions, not only do they offer natural and carbon neutral solutions they are also bringing the latest technology into the Agri Sector right here in Cambridgeshire".

Chris George – Growth Hub Manager



Miguel approached the CPCA Growth Hub knowing he had to build a network within the agriculture sector. The CPCA Growth Hub reached out to the Growth Hub network to introduce him to key people within farming and Agri-Tech whilst offering future funding suggestions

# UKSPF People and Skills

Funded by UK Shared Prosperity Funds, providing a region wide 'one stop shop' for businesses and residents looking to upskill. Increasing connection and cohesion between skills provision and the business community to grow the locally skilled workforce;



## Growing the locally skilled workforce:

- ✓ Deliver Apprentice growth through increasing support for employers to navigate the system, Enabling SMEs to access greater financial support by developing levy transfer partnerships with businesses such as BBC, John Lewis and COOP.
- ✓ Drive job creation and broadening participation in the labour market through funded Internships (50% match funding salary costs) Provide 1-2-1 support to [\(Rush Fitness video case study\)](#)
- ✓ help business to identify recruitment and skills development needs and solutions, 'brokering' local support and provision to increase participation and drive the growth of a local, skilled workforce.

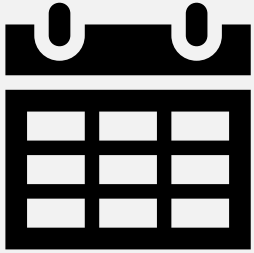


## Increasing resident access to skills and employment support:

Increasing access to employability support, basic skills and informal learning, building pathways to careers with wider access for those furthest from the labour market by;

- ✓ Increasing the availability of high-quality employability support
- ✓ Expanding digital badging support offer
- ✓ Developing resident information platform to include free to use tools

# SKILLS BROKERAGE SERVICE (GWWS)



From 1st April 2024...

- Place based approach, staff based 'on patch' providing 1-2-1 in person support for local businesses
- Place based stakeholder and partnership development. EG Wisbech Ely JCP teams to increase resident connection to provision, and employer access to talent.
- Greater value add and wider system engagement – membership of early help hub, supporting response to redundancy activity and a wider range of business support needs
- Dedicated careers events on patch led by All-age careers service (Autumn 2024)
- Employability support service launching September 2024 (Partnership between All age careers service REED in Partnership Centre 33 ) outreach to be delivered out of Wisbech and Ely

# Commissioned Skills Provision (Fenland based only)

## Adult Education Budget (AEB) and Level 3 Free Courses for Jobs:

(Courses to upskill and reskill adults with skills and qualifications needed for work, further education, or personal development)

Combined 23/24 Academic year investment £1.2m

(financial allocation by learner based on postcode)

Combined 23/24 enrolments: 1,889 on courses

On the previous academic year...



**15% growth in budget allocation to upskill those in employment**

**30% increase in funding to support 50+ learners**

**11% increase in residents studying above level 2**

**BETTER  
SKILLS  
FOR ALL**

## Bootcamps:

- Wave 4 recruitment delivery recruited 44 learners, indicative investment of £128,028
- 57% of Fenland postcode learners were employed, 52% of businesses signing up staff were classed as SMEs indicating an emerging trend in employers utilizing bootcamps as a tool to develop talent



# Careers Hub

Cambridgeshire  
& Peterborough  
CAREERS HUB

THE CAREERS &  
ENTERPRISE  
COMPANY

Supporting schools to align the strategic intent of the curriculum to the real world of work and business;

Every school is matched with an Enterprise Advisor, who is a business volunteer, who supports the schools in their development and execution of their Careers Strategy.

Expansion of business volunteers is currently underway to support schools to access wider business networks to support their programmes.

Gatsby Benchmark performance is solid across the Fenland area and represents some of the strongest in the region.

	BM 1 (Stable careers Programme)	BM 2 (Learning from career and Labour Market Information)	BM 3 (Addressing the needs of each pupil)	BM 4 (Linking curriculum to careers)	BM 5 (Encounters with Employers)	BM 6 (Experiences of Workplaces)	BM 7 (Encounters with FE and HE)	BM 8 (Personal Guidance)
Sep-23	100%	100%	98%	95%	92%	85%	88%	100%

# CPCA - New Sector Champion Team



Nykki Rogers

**International Trade and  
Investment Manager**



Paul Gibbons

**Advanced Materials  
& Manufacturing**



Duncan Palmer

**Life Sciences  
BioPharma & MedTech**



Emmanuel Ogbonna

**Clean Energy &  
GreenTech**

*Additional new Sector Champion roles currently being recruited:*

**AgriTech and Food Production  
Digital Infrastructure Creative & Media**



# Promoting the Region

## Why we went

Biggest UK Property Investment Event

CPCA led a team Cambridgeshire & Peterborough Pitch

450 Delegates from over 200 organisations visited our pavilion

Ensured we could give a louder and unified voice to the interests of the region nationally and globally



## How we are following up

In contact with all visitors to the pavilion, following up on their specific interests

Pursuing all contacts made from speaking at other events

Impact made this year has given confidence to book a pavilion for next year – CPCA Pavilion space now booked

Promotion of our region and its assets to external audiences embedded as part of our 'business as usual activities

# Market Towns Programme

## Phase 1

Whittlesey Heritage Walk	£218,169
Wisbech Business Capital Grants Scheme	£200,000
March - FHSF	£900,000
March - FHSF (Additional Funding)	£1,100,000
Fenland District Civil Parking Enforcement	£400,000
Community Hub at Wisbech Park	£299,200
Chatteris Museum & Community Space	£1,050,000
Whittlesey Community Project	£195,000
Whittlesey Relief Road SOBC	£260,000

## Phase 2

Social Enterprise Hubs - CCORRN (March)	£350,000
Social Enterprise Hubs - People & Animals UK (Wisbech)	£225,761
STEM in Fens Roadshows	£200,000



**£4,167,369** Invested in FDC (Market Town Phase 1) - **29%** of total budget



**£775,762** Invested in FDC (Market Town Phase 2) - **31%** of total budget

### The Market Town Programme aims to:



Safeguard and enhance social capital.



Boosting the local Social Enterprise ecosystem.



Support Community ownership of local assets and boosting young people's engagement with STEM.

# UK Shared Prosperity Fund

## UKSPF Programme in FDC

Project Title	Primary area	Funding amount
Amplifying Arts	Local Business	£ 120,000.00
Safer Wisbech	Communities and Places	£ 34,000.00
ASB	Communities and Places	£ 51,000.00
Fenland Investment in Business	Communities and Places	£ 908,000.00

### Shared Prosperity Fund Aims:



Support small businesses and entrepreneurship



Improving careers education for all ages



Expanding green spaces (Included Walking and Cycling Routes)



Improve vitality of high streets



Support arts and culture



£1.13m Invested in FDC (UKSPF)



140 Volunteering Opportunities Supported



20 Business Receiving Non-Financial support



10 Business receiving financial support other than grants



5 Jobs Created or Safeguarded



45 Business introducing new products or technologies

# Rural England Prosperity Fund

## REPF Programme in FDC

Project Title	Primary area	Funding amount
Rural Grant Scheme – 23/24	Local Businesses	£109,178.50
Rural Grant Scheme – 24/25	Local Businesses/Communities and Place	£327,535.50



£436,714 Invested in FDC (REPF)

### Rural Prosperity Fund Aims:



Boost the rural economy and create jobs



Provide capital grants



Supporting diversification to other business uses, building rural tourism.



25 Business Support



10 Farm Business Supported



12 Jobs Created

# New Growth Support Programmes

## Business and Social Investment Fund

This Fund has two elements:

- The first fund of £7.15m will investment into businesses adopting carbon reduction measures or delivering clean-tech products to the market.
- The second of £2.35m tranche will invest into Social Enterprise or Third Sector Orgs with grants and loans invested to generate social and community impacts.

## Strategic Growth Fund

£21.5m capital investment into skills and economic capital continuing from previous Local Growth Fund, this fund is intended to provide investment into impactful projects that can leverage significant match funding and fund both the direct construction as well as enabling infrastructure.

## Rural Levelling Up Fund

This £10m capital fund is to enable both local match funding for projects which will leverage significant external funding as well as expand the current market towns programme into other non-market town settlements in the area enabling the delivery of much-needed public realm improvements.

# Strategic Plans

## Cambridgeshire and Peterborough Independent Economic Review (CPIER 2)

Developing a single strategic position to underpin the case for greater fiscal devolution and powers to unlock the delivery of major infrastructure, following earlier CPIER 1

## State of the Region

Aims to provide a comprehensive overview of the area. It's a collaborative effort, aiming to collate essential data to support the development of regional policies.

## Cambridgeshire and Peterborough Shared Ambition

A guide and charter setting clear commitments, and to be used by local and nationally elected representatives, public sector bodies and place leaders to unite and support a common direction in shaping future plans.

## Innovation Plan

Enable and build on innovation, best practice, and forward strategic thinking to build the positive future we want for the area and facilitating start-up support and encouraging scale-up

## Internationalisation Plan

Trade and Inward Investment targeting to attract commercial investment in all areas of CPCA region through deep business cluster development, networking and knowledge transfer including supply chain development

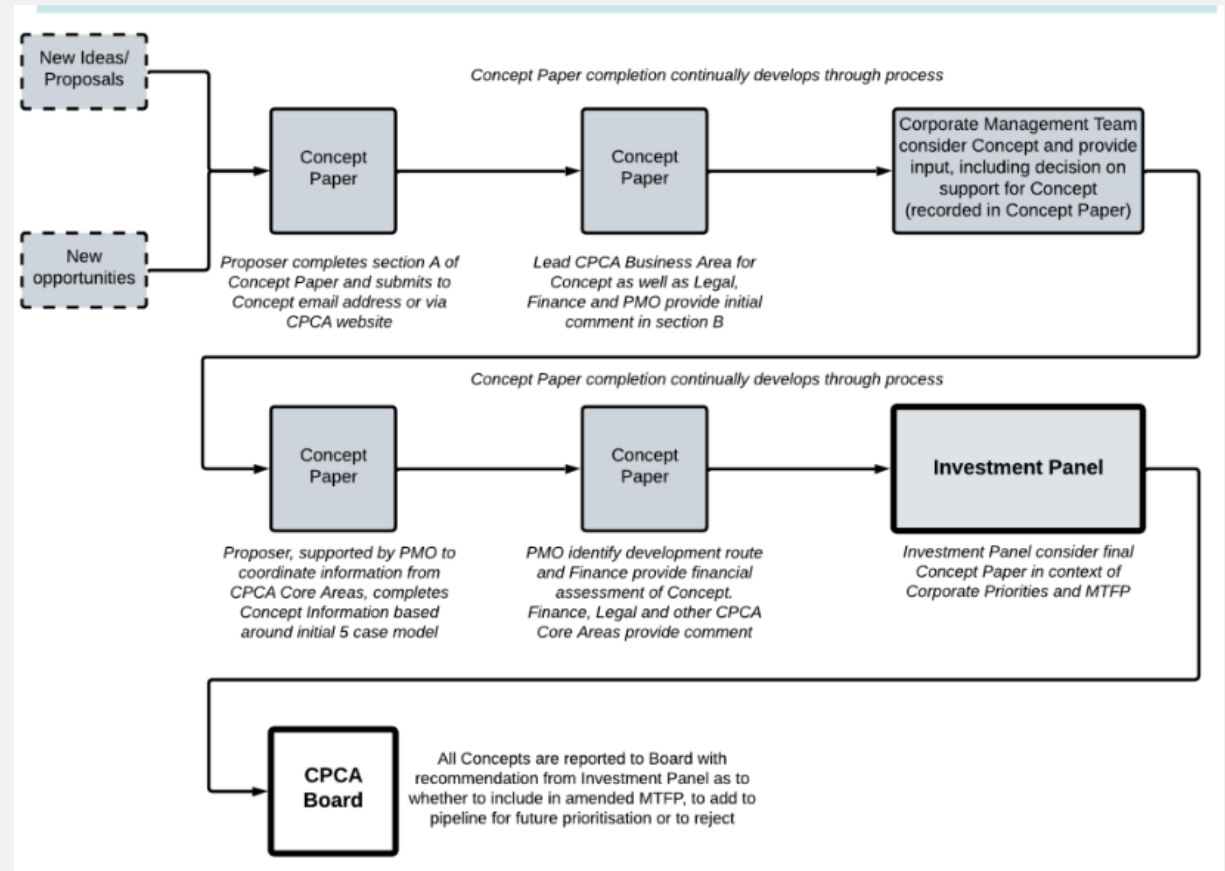
## Local Growth Plan

A new 10-year Local Growth Plan required by new Government guided by outputs from the Shared Ambitions and State of Region work completing this summer.



# SAF – Single Assurance Framework

The Single Assurance Framework (SAF) is a set of **systems, processes and protocols** designed to provide an **evidence base and independent assessment** of the **governance, risk management, and funding processes of a funding or grant application**



Thank you,  
we welcome questions