

## UPDATE ON COUNCIL ACTIONS: QUARTER 3

Corporate Action 2011/12	Actions taken or Planned and comments
<p>ACTION D1/1/2/3 - Jobs for local people, employment and training for hard to reach groups and facilitate a favourable local business climate - We will work with our partners as part of the Local Enterprise Partnership (LEP) and complete key actions within our Economic Development Strategy to:</p> <ul style="list-style-type: none"> <li>● Encourage jobs for local people through the use of our own policies and procedures</li> <li>● Look for ways to reduce unemployment and filling training and qualification gaps amongst hard to reach groups within our community.</li> <li>● Create and maintain a favourable climate in which local businesses can start-up and flourish, helping to make sure that we attract a highly-skilled workforce and that there is no shortage of suitable space</li> </ul>	<ul style="list-style-type: none"> <li>● Actively engaged in the LEP. – Studies underway in terms of skills. Using own policies we are encouraging local jobs through planning applications (Economic Panel), business workshops, working with businesses and partners and the ED strategy.</li> <li>● Facilitating broadband roll-out</li> <li>● Developing a business friendly micro-site, to be launched Spring 2012.</li> <li>● Engaged with partners, including the LEP and the Redundancy Network in Cambridgeshire to look for ways to reduce unemployment.</li> <li>● Working with partners such as the Institute of Directors, Chambers of Commerce, and UK Trade &amp; Investment.</li> <li>● Developing Inward Investment attraction through website tool as well as with County and LEP</li> <li>● Commercial Property Search facility now operational.</li> </ul>
<p>ACTION D2 - Business-friendly authority reputation - We will build our reputation as a 'business-friendly' authority by carrying out further actions to promote the district to new businesses, building on the local area's international reputation for excellence in learning and research to assist start-ups and grown-on companies especially in its very high calibre research and business parks. This will include hosting and enabling at least 12 business development workshops within the district.</p>	<ul style="list-style-type: none"> <li>● CEO and PFH have programme of scheduled visits to businesses within the district to understand their needs.</li> <li>● Since April, 36 workshops held (exceeding the target of 12 workshops). Average participation is 10-15 attendees per workshop. (N.B. These have delivered with Business Link, which is no longer in existence. New service to be commissioned to continue to provide this service.</li> </ul>
<p>ACTION D3 - Event to seek &amp; discover local start-ups - We will build on the success of the first Step Up event for local entrepreneurs to organise a second event to seek and discover local start-ups with world-class prospects of success.</p>	<ul style="list-style-type: none"> <li>● Step-Up held Q2, initial preparations underway for Step Up 2012.</li> </ul>
<p>ACTION D4 - Allocate £150,000 to support businesses - We will allocate specific funding of £150,000 to continue our support for businesses during the continuingly difficult economic climate.</p>	<p>Profiled as per Economic development work programme with proposal of a spilt to 2012/13 following the loss of Business Link and EEDA as delivery partners by the end of 2011</p> <ul style="list-style-type: none"> <li>● £20k – To continue business support – South Cambs Business Support</li> </ul>

Fund with Business Link

- £25k – Hardship Rate relief
- £20 K – Step-Up 2012
- £10K – Continuation of the roll out of E-Bis system
- £5k – Procurement/Business support Workshop
- £10k Website development

Further suggest programmes to be costed:

- Broadband
- Business support, including workshops 2012 onwards