



## **GREATER CAMBRIDGE CITY DEAL SHADOW BOARD**

Minutes of a meeting of the Greater Cambridge City Deal Shadow Board held on  
Wednesday, 15 October 2014 at 3.30 p.m.

PRESENT:	Jeremy Sanders (University of Cambridge) in the Chair	
Board Members:	Adrian Cannard (Greater Cambridge Greater Peterborough Enterprise Partnership), Councillor Steve Count (Cambridgeshire County Council), Councillor Simon Edwards (South Cambridgeshire District Council) and Councillor Lewis Herbert (Cambridge City Council).	
Officers:	Aaron Blowers Alex Colyer Debbie Goodland Graham Hughes Jean Hunter Antoinette Jackson Andrew Limb Heather Topel Graham Watts	Cambridgeshire County Council South Cambridgeshire District Council Cambridgeshire County Council Cambridgeshire County Council South Cambridgeshire District Council Cambridge City Council Cambridge City Council University of Cambridge South Cambridgeshire District Council

### **1. WELCOME AND INTRODUCTIONS**

Jeremy Sanders, Pro-Vice-Chancellor for Institutional Affairs at the University of Cambridge, welcomed members of the Shadow Board and supporting officers to the University's North West Cambridge Office on Gravel Hill Farm.

### **2. APOLOGIES FOR ABSENCE**

Apologies for absence were received from Neil Darwin (Greater Cambridge Greater Peterborough Enterprise Partnership), Mark Lloyd (Cambridgeshire County Council) and Councillor Ray Manning (South Cambridgeshire District Council).

Adrian Cannard and Councillor Simon Edwards were in attendance as substitutes for Neil Darwin and Councillor Ray Manning, respectively.

### **3. NOTES OF THE PREVIOUS MEETING HELD ON 10 SEPTEMBER 2014**

The notes of the previous meeting held on 10 September 2014 were **AGREED** as a correct record.

It was noted that the next meeting of the Shadow Board, scheduled to be held on 18 November 2014, would be the first meeting of the Board to be held in public.

The Shadow Board was reminded that reports on proposed governance arrangements and outline scheme prioritisation for the City Deal would be considered by the three partner Councils very shortly, commencing with South Cambridgeshire District Council's meeting of Cabinet on 16 October 2014.

#### 4. HOUSING

Alex Colyer, Executive Director (Corporate Services) at South Cambridgeshire District Council, provided the Shadow Board with a verbal update on housing.

Mr Colyer mentioned examples of possible sites where housing development could potentially be taken forward in partnership. Within the context of those developments, proposals already included an approach based on the landowning partner retaining ownership of those sites and generating an income. Business cases had been worked up and would be taken through the relevant Council's decision making process in due course.

South Cambridgeshire District Council's next phase of business plans would include a commitment to build a significant number of council houses over the next 30 years, with the City Council's business plans including a similar commitment. Additional homes would also be delivered as part of the City Deal and a housing delivery vehicle was being developed to take that forward. The District Council made a decision last week to appoint a senior manager to lead the housing development vehicle and discussions with the City Council were progressing to ascertain whether or not this should be a shared post.

Jeremy Sanders, Pro-Vice-Chancellor for Institutional Affairs at the University of Cambridge, had recently met with Mr Colyer and Ms Bisset to consider how the University could get involved and how it might invest in affordable housing. The model proposed was a joint venture which would be managed as a commercial operation by whichever partners became involved. Professor Sanders subsequently took a paper to the University's Finance Committee where a commitment was given to explore a significant investment for this purpose, subject to adequate business plans, management and governance being in place.

In discussing combined public sector land assets, a question was raised as to whether it would be appropriate to enter into discussions with the University as to what land assets, if any, it had available. Professor Sanders reported that the University had very little land compared to the Colleges of Cambridge. He was happy to initiate discussions with the Colleges on that basis.

The Shadow Board **AGREED** to request that Mr Colyer pursued delivery of the housing delivery vehicle and asked Professor Sanders to commence discussions with Colleges regarding land assets.

#### 5. SKILLS

Graham Hughes, Executive Director of Economy, Transport and Environment at Cambridgeshire County Council, provided a verbal update on skills and reminded the Shadow Board that the two key strands relating to skills in the City Deal agreement were:

- the creation of 420 extra apprenticeships over the first five year period of the City Deal;
- to work with employers and training providers to ensure that the training provided was more directed towards the needs of local businesses and employers.

Reflecting on the current learner-led market, Mr Hughes reported that the offer as part of the City Deal would be to set up a process whereby spend on skills could be shaped around what was required by employers in the local area. Work was already taking place on this issue by the County Council's Head of Service for Adult Learning and Skills and the Local Skills Board to see how existing arrangements could be used as much as possible to support this approach.

Mr Hughes also referred to the creation of a skills service, which he reported was already operating in other parts of the Local Enterprise Partnership area. This saw people go into schools and talk to students to bridge the gap between the school and local employers, but also make individuals aware of the opportunities available to them locally and get them thinking more about their future careers.

In discussing the skills agenda, it was noted that the University would be willing to run open days or workshops for 14/15 year olds in respect of future apprenticeship schemes. Similar events were already taking place across the county so it was agreed that this offer by the University would be a helpful addition.

The Board was in agreement that the Local Enterprise Partnership had a key role to play in identifying potential gaps in skills for the local area in future years. Adrian Cannard, Director of Strategy and Planning for the Local Enterprise Partnership, reported that the government was looking to the Partnership to recommend where capital money should be spent in relation to skills and that it would be able to influence the European Social Fund via the Skills Funding Agency. He informed the Shadow Board that the Partnership now had access to a range of data regarding further education outputs which would be made available for sharing with local authority partners. In addition to this, job application 'data mining' was being undertaken to identify the key words, key job titles and key sectors of the posts that people were applying for. This had already identified C++ programmers as being one of the most applied for posts in the Cambridge area. Mr Cannard was happy to feed this work into the programme going forward where necessary.

A further report on specific recommendations would be presented to the Board in due course.

## **6. STAKEHOLDER ENGAGEMENT**

Debbie Goodland, Community Engagement and Business Support Manager at Cambridgeshire County Council, presented a report on proposed early engagement initiatives for the City Deal.

The aim was to carry out early engagement with key stakeholders and the public to try and achieve buy-in on the aspirations and motivations of the City Deal, as well as identify the key sensitivities and drivers of stakeholders so that potential issues could be highlighted going forward. Early engagement activities set out in the report included:

- a web presence, consisting of a City Deal microsite;
- a press release to be sent to local media announcing local engagement work;
- a live web-chat with the Leaders of the three partner Councils and University and Local Enterprise Partnership representatives;
- breakfast and evening briefings with groups of key stakeholders in a question and answer format;
- static displays in libraries;
- district magazine articles;
- direct mail to stakeholders.

The Board supported development of these proposals.

The report recommended that the Board developed its own branding to be used across all authorities and partners to promote and inform the public on City Deal projects. It was agreed that, at this stage, the partnership aspect of the City Deal was working well in terms of the involvement of each partner organisation and the use of their respective logos on associated paperwork should be continued rather than the creation of a separate brand, for the time being. Councillor Steve Count, Leader of Cambridgeshire County Council, was not comfortable with creating an entity of its own for the City Deal at this point in time and preferred to maintain the current approach. Councillor Lewis Herbert, Leader of Cambridge City Council, agreed and was of the opinion that the City Deal was a brand in itself which needed to be carried through into the Combined Authority should such an arrangement be established.

Reflecting on transport, housing and skills as the three key themes of the City Deal, it was suggested that names of Board Members and supporting officers should be allocated to each in order that there was some accountability as to who was responsible for leading and managing them. The Board was also keen for a plan to be developed outlining details of specific engagement events and other publicity for the next two years, which would assist in estimating the cost and allocating an appropriate budget.

The Board **AGREED** to ask officers to develop and implement the early engagement strategy outlined in the report.

## **7. UPDATE ON ECONOMIC ASSESSMENT/TRIGGERS**

Andrew Limb, Head of Corporate Strategy at Cambridge City Council, provided the Shadow Board with an update since the last meeting on economic assessment triggers for the City Deal.

Proposals were submitted to the government two weeks ago, including a proposed trigger relating to delivery of the extra homes on rural exception sites in South Cambridgeshire. A meeting with representatives from the government had also been requested, but responses to both had not yet been received.

Partners had committed to agree economic assessment triggers for the 2019 gateway by the end of December 2014, together with triggers for 2024 being agreed by 2019. Local partners were keen for the triggers for the 2024 gateway to be agreed by Christmas 2014 in addition to the triggers for 2019.

The Board was informed that Professor Peter Tyler's work from the Department of Land Economy at the University of Cambridge had been very valuable and meant that a proposal could be put forward regarding a methodology. It was noted that this had been resourced by the University.

## **8. FEEDBACK ON MEMBER SESSIONS**

The Shadow Board reflected on the two briefing sessions for elected Members held at South Cambridgeshire Hall in Cambourne on 2 October 2014 and Shire Hall in Cambridge on 10 October 2014.

It was noted that they were very helpful sessions, with comments of general support received at the Cambourne session and more in-depth discussions taking place about specific transport schemes and governance at the Cambridge session. It was clear from both sessions that some elected Members were keen to know more about the City Deal and what it was seeking to deliver. The Shadow Board agreed that the general public might be in a similar position, meaning that stakeholder engagement work would be very important.

## **9. PUBLIC TRANSPORT IMPROVEMENTS TO COMPLEMENT PROGRAMME**

Jeremy Sanders, Pro-Vice-Chancellor for Institutional Affairs at the University of Cambridge, introduced this item and suggested that the Greater Cambridge area had a bus service which many people were not happy with due to the cost, the customer service experience and the insufficient services offered. He added that the University put a subsidy in place for the Uni4 bus route and wondered whether it would be worthwhile for representatives of the University and the three Councils to hold joint discussions with Stagecoach, as the main bus provider, by way of negotiating a more co-ordinated approach and better value for money. Multi-employer sites, such as the Science Park and the bio-medical campus could also be invited to be involved in such discussions.

It was **AGREED** that an engagement meeting would be arranged between representatives of the University, businesses and the three partner Councils and Stagecoach.

## **10. ANY OTHER BUSINESS**

The following item was considered under any other business:

### **i) First formal meetings of the Executive Board and Assembly**

Due to the importance of the first formal meetings of the Executive Board and Assembly, it was noted that more time than was usually allocated for Shadow Board meetings may be necessary for these meetings, to allow detailed consideration of the decisions around project prioritisation.

Leaders and representatives of partners on the Shadow Board had been meeting for some time and as a result had developed a full understanding of the City Deal and what it was seeking to deliver. In contrast, the membership of the Assembly would consist of representatives who did not necessarily have the same knowledge and understanding. In view of this, it was proposed that an induction session be held for members of the Assembly with regard to the Greater Cambridge City Deal. This approach was **AGREED** and would be built into the programme going forward.

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**The Meeting ended at 5.10 p.m.**

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