

Agenda Item No:	6	
Committee:	Overview & Scrutiny	
Date:	7 March 2022	
Report Title:	Update on CPCA Growth Works Service and impact on Economic Growth in Fenland	

1 Purpose / Summary

To provide the Overview & Scrutiny Panel with an update presentation on the CPCA's Growth Works Service and the impact on Economic Growth in Fenland.

2 Key issues

- CPCA Engagement with Economic Growth in Fenland
- A review of progress and effect of the CPCA Growth Works Service; and
- The plans and direction of the CPCA Growth Works Service.

3 Recommendations

It is requested that the Overview & Scrutiny Panel considers the contents of the presentation and progress made in relation to the impact of CPCA and CPCA Growth Service on Economic Growth in Fenland.

Wards Affected	All
Forward Plan Reference	
Portfolio Holder(s)	Cllr Ian Benney - Portfolio Holder for Economic Growth
Report Originator(s)	Anna Goodall - Acting Director
Contact Officer(s)	Anna Goodall - Acting Director Simon Jackson – Economic Growth Manager Richard Cuda - Head of Support Functions for Growth Works Fliss Miller - Interim Associate Director for Skills Steve Clarke - SRO LGF and Market Insight & Evaluation
Background Paper(s)	N/A

Overview & Scrutiny Panel

Update on CPCA Growth Works Service and impact on Economic Growth in Fenland



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Presentation in two parts:

Part 1 - CPCA Engagement with
Economic Growth in Fenland

Part 2 – update on CPCA Growth Works
Service, impact and future direction



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Cllr Benney

Portfolio Holder for Economic Growth



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1. CPCA Engagement with Economic Growth in Fenland

- Economic Growth Strategy
- Employment & Skills Strategy
- Support available to businesses from Growth Works
- Grant funding inc Growth Deal Projects, Transport & Growing Fenland
- Levelling Up Fund & Shared Prosperity

Collaboration with Growth Works

- The Turmeric Co. based in North London
- Introduction to Economic Growth Team by Bartletts
- EG Team introduced Turmeric to Growth Works Inward Investment and Growth Works Coaching leading to grant offer of £75,000 on a capital spend of £150,000. A second application will be submitted for a grant of £6000 to support development of the website
- Official opening of The Turmeric Co facility at Bartletts Business Park in April 2022



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Collaboration with Growth Works

- Six staff are employed at the facility which will rise to 10 by the end of Spring. It is expected that staff numbers will rise to 20-30 in 3 years in production and fulfilment.

Thanks for all you've done so far it's very professional.

Thomas Robson-Kanu, CEO, The Turmeric Co

2. Update on CPCA Growth Works Service, impact and future direction



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Growth Works: Supporting Economic Growth in Fenland



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Growth Works Overview

- **Year 1 Performance**
- **Break down of service line leading indicators**



Performance in year 1 finished in great shape. Across all service lines, 17 of the 19 performance indicators were either met or exceeded

While one came in at 87% of year-1 target (coaching diagnostics) and the other was reprofiled to Year-2 and Year-3 targets (innovation and relocation grants).

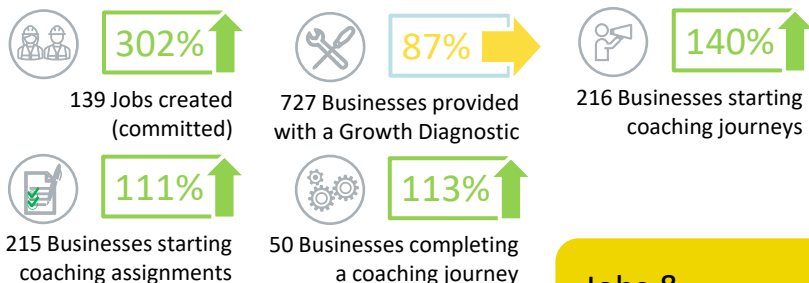


Year One Review – Performance Indicator Scorecard Summary

Year-1: 15th February to 16th December 2021



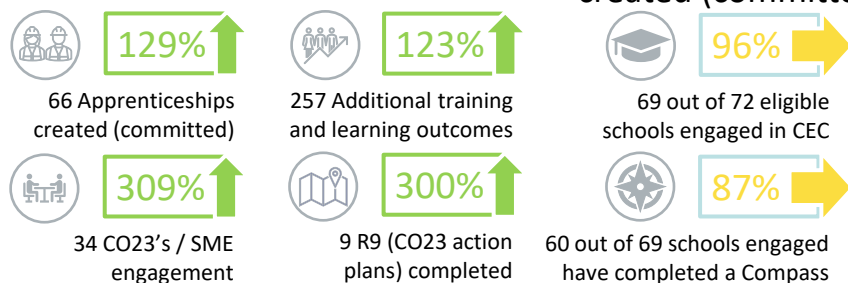
Growth Coaching Service



Inward Investment Service



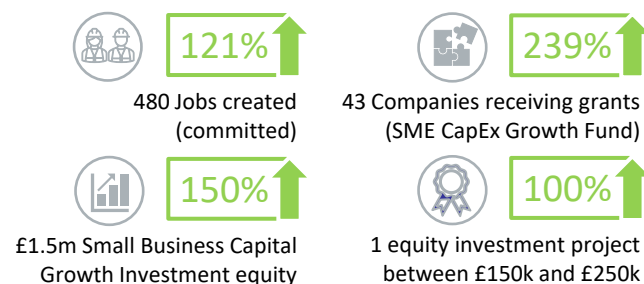
Skills Service



Jobs & Apprenticeships created (committed)

589 (Target) **1,008** (Actual)






Grants and Equity Service



SERVICE LINE DASHBOARD VIEW: Growth Coaching Service

NOTE: Year One Performance is to 16th December*.



Target / Indicator	Year 1	Year 2	Year 3	CONTRACT TOTAL	YEAR-1: Quarter-1		YEAR-1: Quarter-2		YEAR-1: Quarter-3		YEAR-1: Quarter-4		YEAR ONE PERFORMANCE REVIEW			
					Target	Actual	Target	Actual	Target	Actual	Target	Actual	Target	Actual	Variance (Actual)	Variance (%)
 Jobs created (committed)	46	1,454	1,723	3,223	0	0	0	0	0	68	46	71	46	139	95	302.2%
 Businesses provided with (i.e. under-taken) a Growth Diagnostic	832	1,558	915	3,305	0	28	0	68	346	242	486	399	832	737	-95	88.6%
 Businesses starting coaching journeys (enrolled in Growth Works)	154	385	466	1,005	0	0	0	76	70	59	84	83	154	218	64	141.6%
 Businesses starting coaching assignments (Growth support following diagnostic)	193	481	331	1,005	0	0	0	31	88	94	104	92	193	216	23	111.9%
 Businesses completing a coaching journey	44	327	634	1,005	0	0	0	0	0	0	44	50	44	50	2	113.6%

* In the 'Fast to Close' process for the 2021 year end we reported on metrics up to the close of play 16th December, and pulled data to report on by close of play 17th December. Since the year-end close, we have been able to undertake a comprehensive baseline review of the full year and note the following amendments: jobs created reduces by 2.5, diagnostics increases by 1, enrolments decreases by 2, starting coaching decreases by 1, and completed coaching increases by 4.



SERVICE LINE DASHBOARD VIEW: Skills Service

NOTE: Year One Performance is to 16th December*.



Target / Indicator	Year 1	Year 2	Year 3	CONTRACT TOTAL	YEAR-1: Quarter-1		YEAR-1: Quarter-2		YEAR-1: Quarter-3		YEAR-1: Quarter-4		YEAR ONE PERFORMANCE REVIEW			
					Target	Actual	Target	Actual	Target	Actual	Target	Actual	Target	Actual	Variance (Actual)	Variance (%)
↑ Apprenticeships created (committed)	51	449	900	1,400	0	1	10	11	18	22	23	*32	51	*66	15	129.4%
↑ Additional training / learning outcomes (excludes apprenticeships)	209	748	748	1,705	0	0	20	37	60	61	129	159	209	257	48	122.9%
↑ CO23's / SME Engagement	11	114	151	276	0	0	0	3	3	11	8	20	11	34	23	309.1%
↑ R9's (CO23 action plans completed)	3	75	129	207	0	0	0	0	0	0	3	9	3	9	6	300.0%

* In the 'Fast to Close' process for the 2021 year end we reported on metrics up to the close of play 16th December, and pulled data to report on by close of play 17th December. Since the year-end close, we have been able to undertake a comprehensive baseline review of the full year and note the following amendment: 6 reported Apprenticeships will in fact be reported for January 2022, hence the downward revision of both the Q4 and Actual Year-One totals from 38 to 26 and 72 to 66 respectively.

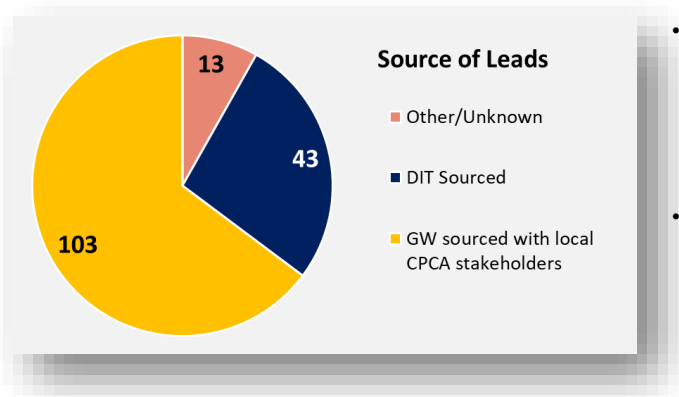


SERVICE LINE DASHBOARD VIEW: Inward Investment Service

NOTE: Year One Performance is to 16th December.



Target / Indicator	Year 1	Year 2	Year 3	CONTRACT TOTAL	YEAR-1: Quarter-1		YEAR-1: Quarter-2		YEAR-1: Quarter-3		YEAR-1: Quarter-4		YEAR ONE PERFORMANCE REVIEW			
					Target	Actual	Target	Actual	Target	Actual	Target	Actual	Target	Actual	Variance (Actual)	Variance (%)
↑ Job created (committed)	75	175	350	600	0	23	0	29	0	32	75	235	75	319	244	425%
↑ Inward investors receiving information, diagnostics, and brokerage support)	18	62	80	160	2	19	2	33	5	42	9	57	18	151	133	838%
↑ Inward investor commitments to expand or for new investments	6	15	19	40	2	6	1	2	1	3	2	4	6	15	9	250%



- The data in the pie chart (left) shows that for every inbound lead from the Department for International Trade, 2.4 leads are sourced through the efforts of Growth Works and CPCA stakeholders. The table (right) highlights the breakdown of these efforts by channel.
- The total in the pie chart is 159. Eight (8) of the leads we do not count because, after engaging with these companies and supporting them initially, we diagnosed them as not being Inward Investment – so passed to another service line.

Competition	39
Commercial Partner	12
CPCA	8
Growth Works Sourced	33
External Event	6
Direct	4
Huntingdonshire District Council	1



SERVICE LINE DASHBOARD VIEW: Grants and Equity Service

NOTE: Year One Performance is to 16th December*.



Target / Indicator	Year 1	Year 2	Year 3	CONTRACT TOTAL	YEAR-1: Quarter-1		YEAR-1: Quarter-2		YEAR-1: Quarter-3		YEAR-1: Quarter-4		YEAR ONE PERFORMANCE REVIEW			
					Target	Actual	Target	Actual	Target	Actual	Target	Actual	Target	Actual	Variance (Actual)	Variance (%)
↑ Jobs created (committed)	397	474	584	1,455	286	321	0	0	0	20	11	156	397	497	100	125.2%
↑ Companies receiving grants	18	30	18	66	8	32	0	0	5	0	5	11	18	43	25	238.9%
↑ Grants & Investments (Small Business Capital Growth Investment Fund)	18	26	12	56	8	32	0	0	5	0	5	11	18	43	25	238.9%
→ Innovation & Relocation Grants	0	4	6	10	0	0	0	0	0	0	0	0	0	0	N/A	N/A
↑ Small Business Capital Growth Investment equity (£000)	£1,000	£8,000	£9,000	£18,000	0	0	0	0	0	0	£1,000	£1,500	£1,000	£1,500	£500	150%
↑ Number of equity investment projects between £150k and £250k	1	19	20	24-40	0	0	0	0	0	0	1	1	1	1	0	100%

* In the 'Fast to Close' process for the 2021 year end we reported on metrics up to the close of play 16th December, and pulled data to report on by close of play 17th December. Since the year-end close, we have been able to undertake a comprehensive baseline review of the full year and note the following amendment: the 321 jobs committed in Q1 via the immediate SME CapEx grant activity was inadvertently re-baselined in October 2021 to 305 but is in fact 321, there were 20 jobs committed in Q3 and not the 0 originally reported, and the Q4 jobs total reduced by 3 to 156 committed.





Working with Fenland District Council

**Qualitative assessment &
performance portal**



Qualitative assessment & performance portal

In January 2022, we launched our Growth Works performance portal using software called SiteLantern. The platform includes two core functions:

- **Capturing Growth Works Performance**

- How to assess and interrogate the Growth Works performance data from HubSpot to suit the Skills Committee requirements
- What variables to consider, time frames and in what format

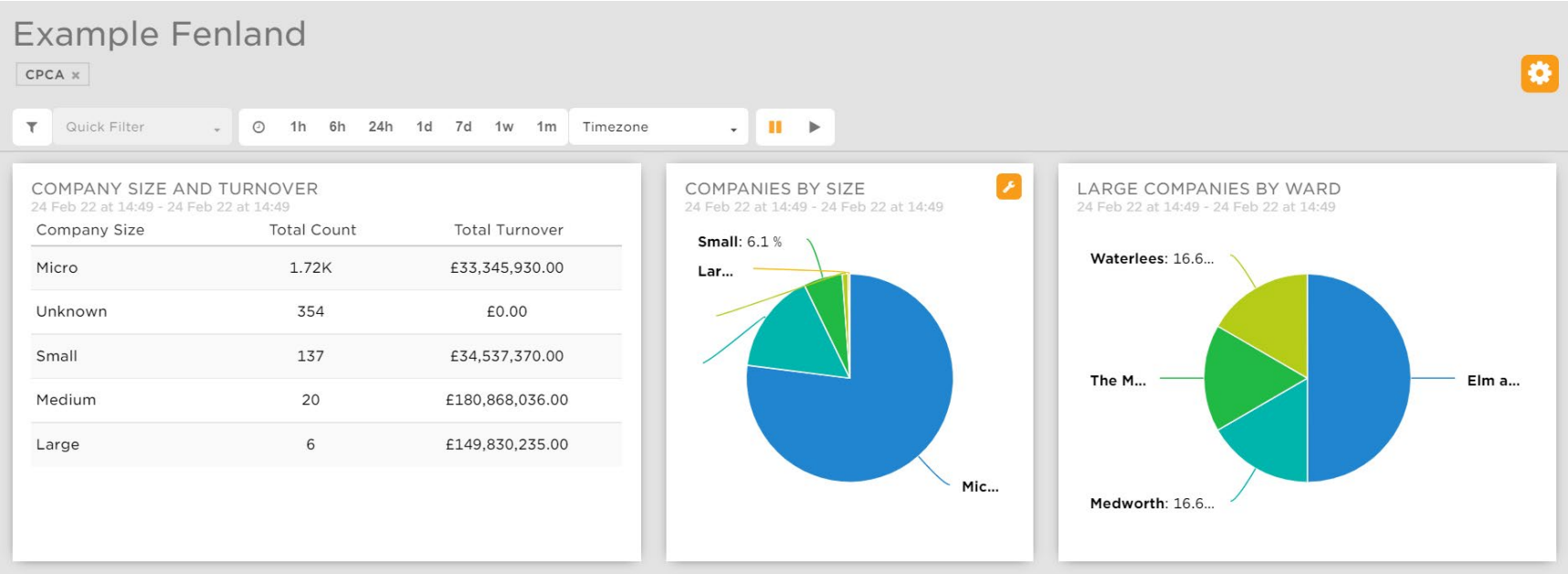
- **Providing Fenland DC with Business Intelligence**

- Growth Works has acquired the companies house data to analyse trends within our local economy of all businesses registered in our area.
- Where information is available on companies house, filter by sector, age of company, balance sheet, revenue or number of employees.
- Understanding the number of businesses which register on Companies House each year
- Understanding the businesses historical growth patterns
- Demonstrating high growth sectors within our economy and our fastest growing companies who could benefit from targeted support from Growth Works

Login details will be provided to Fenland District Council's Economic Development Team allowing your Officers to benefit from the above functionality and track the performance of Growth Works within your District.



Site Lantern Screenshots



Site Lantern Screenshots

LARGE COMPANIES

24 Feb 22 at 14:49 - 24 Feb 22 at 14:49



Search within these results...



Displaying 1 to 6

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Council Ward	Company Name	Nace Description	Total Assets (£)	Total Employees ▼	Total Net Worth (£)
Elm and Christchurch	WMS RECRUITMENT LIMITED	78.1 - Activities of employment placement agencies	4,809,041.00	718	1,675,356.00
Medworth	THE WORKSHOP (WISBECH) LIMITED	78.2 - Temporary employment agency activities	561,219.00	360	132,855.00
The Mills	ALAN BARTLETT & SONS (CHATTERIS) LIMITED	1.13 - Growing of vegetables and melons roots and tubers	25,542,724.00	264	13,050,303.00
Waterlees	DAGLESS HOLDINGS LIMITED	70.1 - Activities of head offices	13,359,787.00	259	6,560,335.00
Elm and Christchurch	FENMARC HOLDINGS LIMITED	70.1 - Activities of head offices	16,129,000.00	256	6,064,000.00
Elm and Christchurch	FENMARC PRODUCE LIMITED	10.39 - Other processing and preserving of fruit	16,129,000.00	256	6,064,000.00





Fenland Grant Recipients

- **Assessment Criteria & Scorecard**
- **Capital Grants**
- **Revenue Grants**





Case Studies

- **Turmeric Co.**
- **A4 Plus Ltd**
- **Cambridgeshire Community Reuse & Recycling Network (CCORRN)**





Turmeric Co. – Initial introduction from Fenland District Council



Beverage production company producing tumeric based shots assisting immunity, energy and recovery, stocked in a range of outlets and online.

Challenge: Inefficient processes blocking them to scale productivity

Solution: Investing in their Chatteris production facility, to enable production to scale and meet demand i.e. 50000 units in 2 working days, as opposed to 6.

The fitting out of the facility includes refrigeration, cold room storage construction and a water supply system. Their ambition in the next two years is to use this added productivity to enable them to expand their portfolio and bring 6 additional products to market.





A4 Plus Ltd

A team of Computer Aided Design (CAD) Design Engineers and CAD Technical Recruitment specialists. They offer ad hoc or long term CAD Design solutions.

Challenge: Needed more effective marketing in line their specialist services and industry

Solution: Georgia has attended a number of fully funded workshops and courses to support her tactical skills development.

Our Growth Adviser, specialising in Marketing, is supporting her through weekly coaching sessions to focus on areas of development, and support her strategic marketing thinking and approach that will help A4 build better traction amongst her target market.





Cambridgeshire Community Reuse & Recycling Network (CCORRN)

A social enterprise based in March, reinvesting profits into local Fenland community through sale of repurposed, reinvented, and remanufactured products that would normally go to waste.

Challenge: Scaling production to reduce waste quicker and meet demands

Solution: Rapidly reducing the timescale for growth with capital investment in larger equipment for scalable manufacturing processes. As a result, they've needed to hire new staff to fulfil manufacturing needs.

To achieve their net-zero business model ambitions, they are increasingly focusing their purchases on eco-friendly equipment, e.g. an electric van making their deliveries





CRF

- **Start & Grow**
- **Turning Point**



CRF Projects: Start and Grow

The 'Start' programme

- For individuals wanting to explore enterprise, possibly for the first time. This intensive pre- start business programme will combine information sessions, workshops, online learning, mentoring, networking and peer support.
- Individuals who complete the Start programme will receive help to develop a viable plan to develop their business idea, pre-qualify for investment through grant funding and launch their business.
- Grants are matched to fit your business need, based on your application, and your business plan. Grants will average £9k with a 10% match funding requirement.
- Eligibility Criteria:
 - Be an individual with a business based in the in Peterborough, Huntingdonshire or Fenland areas
 - Commit to completing our Start Programme.
 - Commit to completing a business start-up ('Start') plan.
 - Agree to complete a Grant Application and Claim Form, and provide receipts and invoices etc. to evidence spend of this grant.

The 'Grow' programme

- For existing early-stage businesses with the desire to grow but lacking skills and investment to do so. Your business must have been trading for up to 3 years and you must employ 3 or less FTE staff.
- Can support business to expand into new markets, create more jobs or increase profitability and productivity.
- Participating businesses who complete this support programme will be pre-qualified to compete for investment. Grants will range from around £2k to larger grants of up to £30k, with 20% match funding requirement.
- Eligibility criteria:
 - Be an SME (i.e. have a turnover of less than £44m) with 3 employees or less, and trading for less than 3 years.
 - Be an independent SME business based in the Peterborough, Huntingdonshire or Fenland areas.
 - Commit to completing our Grow Programme and producing a business growth plan.
 - Agree to complete a grant application and returns form, and provide receipts and invoices etc. to evidence spend of this grant.
 - Not be in or going through the process of administration, insolvency or striking off proceedings.



CRF Projects: Turning Point

The project is targeted at businesses based in and people living/working in Peterborough and Fenland, with the objective of supporting the creation and funding of 100 new internships and the facilitation of 80 funded training opportunities, supporting the personal development need of individuals.

	Personal Skills Analysis	Short course training	Internships	Training Needs Analysis
What is involved	<ul style="list-style-type: none">• Guide individuals in understanding and identifying opportunities for re-skilling, up-skilling and re-training• Identify opportunities to transition back into work following a period of furlough; into new roles with their existing skills• Identify training that will support them in transitioning to a new role	<ul style="list-style-type: none">• Raising awareness of, signposting to, and providing vouchers up to £600 to enable access to free short course training not currently funded via other means• Enabling re-skilling, up-skilling and re-training• Work re-entry' workshops to support transition back to work from furlough	<ul style="list-style-type: none">• Delivering real-world experiences of work through funded internships• Funding of £5k per internship will be provided to employers to provide new work opportunities• 1-to-1 meetings for companies to explore the opportunities for and benefits of internships• Learning Mentor Training' for the host organisation	<ul style="list-style-type: none">• Identify re-skilling, up-skilling and re-training opportunities within a business• Working with businesses to identify skills development opportunities for business• Working with businesses looking to develop or expand into key areas such as Net-zero or Digital by training their current staff





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