



## Combined Authority Board

**24 July 2024**

Title:	Combined Authority Chief Executive Highlights Report
Report of:	Rob Bridge, Chief Executive
Lead Member:	Mayor Dr Nik Johnson
Public Report:	Yes
Key Decision:	No
Voting Arrangements:	No vote required

### Recommendations:

A	Note the content of this report
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### Strategic Objective(s):

The proposals within this report fit under the following strategic objective(s):

X	Achieving ambitious skills and employment opportunities
X	Achieving good growth
X	Increased connectivity
X	Enabling resilient communities

### 1. Purpose

1.1	<p>This report provides a general update on the key activities of the Combined Authority and the Mayor since the last Board meeting, which are not covered in other reports to this Meeting. It also provides information on some key developments, risks and opportunities that have emerged.</p> <p>The Combined Authority's 2023-24 Annual Report is an appendix to this report. While the Annual Report was also an appendix to the previous iteration of the Chief Executive's highlight report it was not discussed by Board so is being bought back for further consideration and discussion.</p>
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### 2. Funding Activity

2.1	<p><b>Funds allocated by the CPCA</b></p> <ul style="list-style-type: none"><li>£1.5m underspend on the Growth Works Capital programme re-allocated to the Strategic Growth Fund, increasing it to £21.5m over 4 years</li></ul>
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### 3. Public Affairs

#### 3.1 **UK Mayor's meeting with Prime Minister and Deputy Prime Minister**

On Tuesday 9<sup>th</sup> July, Mayor Dr Nik Johnson was one of twelve regional mayors from across the country to meet with the Prime Minister and Deputy Prime Minister, who underscored a 'reset' by Government in how local leaders will be empowered to deliver the change needed by their communities, and to discuss a new partnership approach to the urgent development of regional growth plans.

The Combined Authority is ready to develop, in collaboration with partners, a Local Growth Plan for Cambridgeshire and Peterborough which will unlock the good growth needed to keep one of the only net-contributing local economies to the Exchequer sustainable.

Key areas of focus include supporting the region's growing cities, its market towns and rural areas, sustaining agriculture, improving public transport, upskilling the workforce, advancing renewable energy, decarbonising homes, building homes, tackling inequalities, and improving public health.

Following the meeting at Downing Street, Mayors travelled to the Transport for London office where they were joined by Minister of State Jim McMahon OBE MP from the Ministry of Housing, Communities & Local Government (MHCLG), as well as their respective Chief Executives. The discussion focussed on the development of the Local Growth Plans and contribute to the work on the National Industrial Strategy. Over the coming weeks the UK Mayors will continue this engagement and work collaboratively to develop the Local Growth Plans and across our region we have already commenced this important work. The team have conducted desk-based research, using previous agreed documents and strategies, along with the investment prospectus which has been developed for UKREiiF, to prioritise key strategic projects.

### 4. Economy and Growth

#### 4.1 **UKREiiF - Team Cambridgeshire and Peterborough**

The Combined Authority's 'Team Cambridgeshire and Peterborough' pitch at the UK's biggest trade and investment conference, UKREiiF, saw hundreds of delegates from over 200 organisations visit its pavilion.

The Team Cambridgeshire and Peterborough pavilion hosted six core events on key topics for the area, as well as two fringe events, which drew attendances of more than 440 including repeat visitors who attended more than one event. The sponsorship of a pavilion ensured the Combined Authority gave a louder voice to the interests of the region to a national and global audience.

The Combined Authority, members of the Business Board and representatives from local councils all worked in support of presence at the event. Key to the pitch was not just the strengths of the region, in areas like agri-tech, life sciences, advanced manufacturing and engineering, but the need for further infrastructure like transport, water and energy, to ensure Cambridgeshire and Peterborough's economic success continues.

The pavilion was buzzing with events including how to balance the growth of Cambridge with the needs of the community, Levelling Up in action in Peterborough, agri-tech's role in future food security and how to breathe new life into market towns. The Combined Authority has also gained insights from regions around the country tackling similar challenges and will be used to inform its strategic vision and developing Shared Ambition for the region which is being worked up in collaboration with the public, communities, local councils, businesses and other organisations.

#### 4.2 **ARU Peterborough Phase Three**

The third phase of ARU Peterborough, called The Lab, is on course for practical completion on July 26, on time and on budget, to hand over to ARU for fitting out. It is set to be ready for the start of the new academic year in September, with an official opening to follow. Many people will have already seen the

	<p>striking design of the building, including its gold cladding, serving as another attractive addition to an already award winning University.</p> <p>The Lab will offer additional teaching space, mainly in STEM subjects, expanding the campus and the courses on offer to local people, further supporting the goal to tackle a higher education cold spot in our region, and providing local employers with a pipeline of talent they need to thrive into the future.</p> <p>Incorporated within The Lab is an impressive, flexible exhibition space, which will welcome the public in for a range of events linked to science, technology and some of the research happening at the university. This will further build connections between the community and campus and inspire future generations.</p> <p>The progress of The Lab once again serves as a fantastic example of partnership working between the Combined Authority, Peterborough City Council and Anglia Ruskin University and the potential of that partnership to develop the campus further.</p> <p>On July 11 ARU Peterborough held its first graduation ceremony at the city's Cathedral in a proud day for students and staff. As ARU Peterborough Principal Ross Renton said, the campus has come a long way in just two years.</p>
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## 6. Place and Connectivity

<p>6.1</p>	<p><b>Campaign Update – Tiger £1 Bus Pass</b></p> <p>The Tiger campaign continues to demonstrate strong community engagement and impact. We have received an impressive 13,295 applications for the Tiger bus pass. Between May 26th and June 22nd, 11,418 journeys were made using the Tiger bus pass, reflecting the significant uptake and utilisation of the scheme. Our outreach efforts have been extensive; we have contacted all primary and secondary schools in the region and collaborated closely with colleges and universities. Institutions such as Cambridge Regional College, ARU Peterborough, ARU Cambridge, and Long Road College are actively promoting the scheme through their websites, newsletters and social media, in addition to utilising on-site materials we have provided, including flyers and posters.</p> <p>Our social media statistics reveal a robust online presence. The campaign has generated a total reach of 11.3k across all networks, with Facebook leading at 8.9k reach, followed by LinkedIn at 1.9k, and Instagram at 561. We have accumulated 18k impressions and achieved an engagement rate of 1.78%. The campaign's posts have garnered 169 total clicks, indicating a good level of interest and interaction from the audience. Additionally, the content has received 13 comments, 119 likes, and 60 shares/reposts, further amplifying the campaign's visibility and engagement.</p> <p>Looking ahead, our demographic analysis indicates that the 21-25 age group has the lowest application rate. To address this, we plan to collaborate with local influencers within this age group to leverage their social media followings. We also aim to engage with facilities frequented by this demographic, such as gyms, to further promote the Tiger bus pass. Additionally, we are planning interactive activities on the Tiger network over the summer to sustain and enhance engagement with the scheme. These efforts will help us reach a wider audience and ensure the continued success of the Tiger campaign.</p>
<p>6.2</p>	<p><b>Campaign Update - Precept Bus Routes</b></p> <p>The web page detailing the proposed 30 new and improved bus routes is live and the launch has been met with significant engagement. The accompanying survey is receiving strong participation from the public and this positive response underscores the community's interest in and support for enhanced public transportation options.</p> <p>In collaboration with the team at Jarrett Walker, we are developing comprehensive maps that illustrate both the current bus routes and the new and enhanced routes. These visual tools will be instrumental in helping the public and stakeholders understand the full impact of the proposed changes. They will also aid us in identifying key improvements to prioritise in our communications efforts.</p> <p>Our recent survey results have provided valuable insights into public sentiment regarding the new routes. When asked how likely they are to use any of these new or enhanced routes, 63% of respondents answered, "Somewhat Likely" or "Very Likely." Furthermore, 65% of respondents indicated that they are</p>

	<p>more likely to use the bus as a result of these changes, with 52% rating themselves as "Very Likely." This suggests that our proposals are aligning well with public needs and expectations and are likely to result in increased bus usage.</p> <p>In terms of branding, we are addressing the intricacies of implementing full Tiger branding on routes that we fully fund. For partially subsidised services, a hybrid branding approach will be used. Additionally, we are exploring the option to extend Tiger branding to timetables and bus stops for the fully funded routes, further enhancing brand visibility and recognition.</p> <p>Looking ahead we are now developing an OASIS framework aimed at delivering effective promotion of the routes and engaging the correct stakeholders. Recognising the importance of involving community groups, especially those representing hard-to-reach populations and areas.</p>
6.3	<p><b>National Infrastructure Commission Visit: 1st August</b></p> <p>The National Infrastructure Commission (NIC), renowned for its strategic guidance on long-term infrastructure needs, is scheduled to investigate electricity distribution with the Combined Authority on its visit on 1<sup>st</sup> August. This visit signifies the NIC's commitment to ensuring the nation's energy infrastructure is robust, efficient, and future proof. Their expertise and the feedback by the Combined Authority and partner will be invaluable in assessing the current state of our electricity distribution network, identifying potential challenges, and recommending improvements. The NIC's focus on sustainability and resilience will help us align our electricity distribution strategies with broader national goals, including decarbonisation and energy security. Through comprehensive analysis and stakeholder engagement, the NIC aims to foster innovation and investment in our electricity infrastructure, ultimately enhancing reliability and performance. This collaboration underscores the importance of expert advisory in shaping a resilient and sustainable energy future for the UK.</p>
6.4	<p><b>Infrastructure Delivery Framework</b></p> <p>Stantec has been commissioned by the Combined Authority to develop an Infrastructure Delivery Framework (IDF) that addresses existing and emerging infrastructure barriers hindering housing and employment growth. The IDF aims to provide strategic insights into these barriers, articulate the necessary financial investments, and recommend actions supported by stakeholders.</p> <p>Key Outcomes:</p> <ul style="list-style-type: none"> <li>• Identification of strategic infrastructure barriers affecting sustainable growth</li> <li>• Clear communication of investment needs to various stakeholders</li> <li>• Recommendations for technical and non-technical interventions</li> </ul> <p>The IDF covers four key areas: Energy, Water, Blue/Green Infrastructure, and Transport Connectivity. It aligns with the Combined Authority ambitious goal to double the area's Gross Value Added (GVA) by 2040, ensuring the provision of housing and workspace for burgeoning industries.</p> <p><b>Transport Connectivity</b></p> <p>The IDF highlights transport connectivity challenges, focusing on sustainable growth through the "Avoid, Shift, Improve" strategy. Key issues include highway capacity and safety in rural areas, limited public transport options, and congestion in urban areas. Recommendations will emphasise improving public transport, addressing highway network constraints, and ensuring timely delivery of transport infrastructure to support both existing and potential growth.</p> <p>The Combined Authority aims to use the IDF to secure necessary interventions, thereby overcoming current and future infrastructure barriers, supporting sustainable growth, and achieving regional development goals.</p>
6.5	<p><b>Greater Cambridge Transport Strategy</b></p> <p>The Greater Cambridge Transport Strategy will be a sub-strategy of the Combined Authority's Local Transport and Connectivity Plan. It aims to define locally specific approaches to support the growth outlined in the emerging Local Plan. The strategy will reflect the overarching principles of the Combined Authority's plan, ensuring that it aligns with the broader regional objectives while addressing the unique</p>

	<p>needs of Greater Cambridge. The work on the strategy is scheduled from summer 2024 to winter 2025, in alignment with the Local Plan timetable.</p> <p><u>Progress to Date:</u></p> <ul style="list-style-type: none"> <li>• Initial scoping work has commenced, including drafting an engagement strategy.</li> <li>• The team seeks input on vision, objectives, and engagement today.</li> <li>• A comprehensive scoping document will be developed based on the feedback received.</li> <li>• This strategy will guide the development and implementation of transport initiatives to support sustainable growth and connectivity in Greater Cambridge.</li> </ul>
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## 7. Appendices

7.1	Appendix A. CPCA Annual Report 2023-24
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## 8. Implications

Financial Implications	
8.1	None other than those contained in the body of the report
Legal Implications	
8.2	None
Public Health Implications	
8.3	None
Environmental & Climate Change Implications	
8.4	None
Other Significant Implications	
8.5	None
Background Papers	
8.6	None