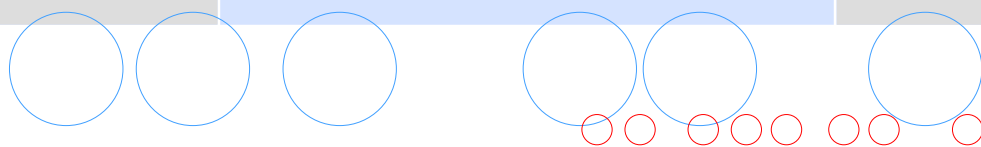
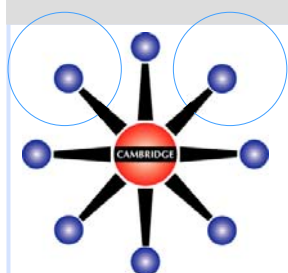


Annual Conference

21st June 2007 – Hinxtton Hall, Hinxtton, Cambridge

Summary Report



greater cambridge partnership

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1. Executive Summary

GCP's annual Conference was again a successful event in 2007 with over 220 delegates and a varied mix of stimulating presentations. The keynote address was given by Sean Randolph, President of the San Francisco Bay Area Economic Forum, who described the characteristics of the Bay Area, trends impacting on its economy and some thoughts on the future role of his Forum, which were pertinent to the GCP. The twin issues of the need for infrastructure investment and ensuring the availability of highly skilled personnel had a resonance in San Francisco and Greater Cambridge alike.

Two other key presentations provided the delegates with an overview of new areas of activity for the GCP from:

- Richard Denman, a tourism consultant – key priorities and actions from the recently commissioned Greater Cambridge and Peterborough Tourism Strategy, and
- Chris Parkhouse - the role of the Greater Cambridge International Relations Forum and how it hopes to attract more inward investment into the sub-region.

Views on priorities in both areas of activity were sought from delegates during the coffee and lunch breaks and on the feedback forms. This information has already proved useful in helping to shape and focus the GCP's activity, for example in the revised international targets in the new service level agreement between the GCP and East of England International.

To provide delegates with an overview of how the GCP and its partners were delivering against the goals of the Sub-Regional Economic Strategy (SRES), there were five minute presentations from representatives of key bodies with a key role in their delivery:

- Goal 1: Walter Herriot, Technopole Group
- Goal 2: Julia Barrett, Economic Development & Enterprise Forum
- Goal 3: Nick Clarke, Federation of Small Business
- Goal 4: Kirsten Bennett, Investing in Communities Strategic Board
- Goal 5: Stephen Catchpole, Cambridgeshire Horizons

A stimulating and informative Question and Answer panel followed the presentations featuring:

- Sean Randolph, President of the San Francisco Bay Area Economic Forum
- Shara Ross, Manager of the Felix Hotel, Cambridge
- Bill Wicksteed, Partner in SQW, Consultants
- Ian Leslie, Pro-Vice-Chancellor of Cambridge University and Member of the GCP Partnership Board
- Chris Parkhouse, Managing Director of Deyton Bell, Chairman of Cambridgeshire IoD, Chairman of the Greater Cambridge International Relations Forum, and Member of the GCP Partnership Board

The GCP is grateful to Taylor Vinters for its Gold sponsorship of the Conference, to the Oxford to Cambridge Arc for its support and to the presenters and Question Time Panel members.

2. Introduction: Sponsors Address: *Elizabeth Deyong, Partner, Taylor Vinters*



Thank you Nigel, and good morning, ladies and gentlemen.

Taylor Vinters is delighted to be sponsoring the Greater Cambridge Partnership Annual Conference. Themes of how we compete and collaborate internationally are important for business. The world is shrinking, telecommunications are ever improving, the global village is upon us! As a firm, Taylor Vinters represents clients operating throughout the world. In particular, we act for companies in the fields of information technology, communications, bio-tech and pharmaceuticals assisting them in developing their products and their businesses within the international marketplace.

Greater Cambridge International Relations Forum is now up and running, doing work to focus and add value to our priorities. We will hear later this morning from its Chairman, Chris Parkhouse.

It is important that we work together across the public, private and voluntary/community sectors as "Greater Cambridge Plc", showing a united front both when we host international visitors on our own turf and when we shout about Greater Cambridge on business abroad.

I don't wish to steal Chris's thunder, but the new standard "This is Greater Cambridge" PowerPoint presentation will be a useful aid when one is doing business abroad. I will certainly be commending it to members of my firm as it demonstrates how Greater Cambridge has developed into the centre of excellence it has become. I urge you to make use of the presentation in your businesses also.

Tourism is an area that provides us with the opportunity to unite the public and private sectors.


It is the fastest growing sector globally, and we need to consider how we can encourage longer-term breaks in our area to increase the spend in the local economy.

Greater Cambridge benefits from more business visits than any other part of the region and there is evidence that there is a real link between business visitors and repeat leisure visits.

We need to develop a synthesis between the attractions and facilities offered to visitors by the private and public sectors.

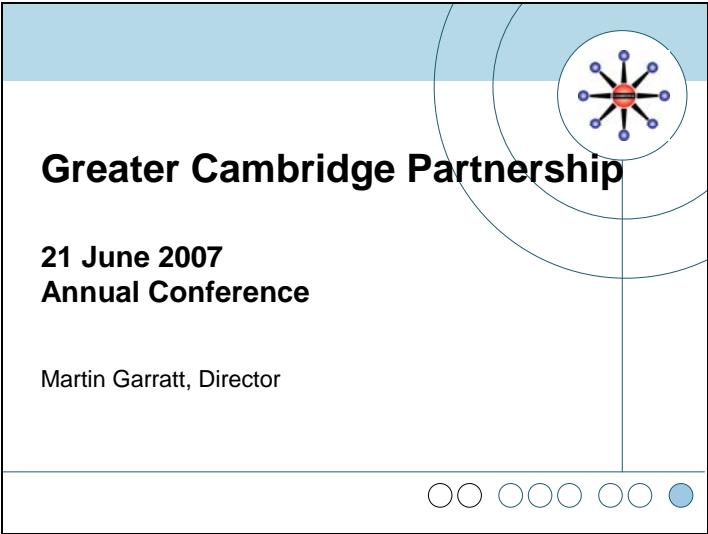
So do enjoy this morning's event, do share your ideas with each other, because the Greater Cambridge Partnership is all about just that – listening and working together across the private, public and voluntary and community sectors to make us a truly world-class city region.

3. Presenters

<p>GCP Update</p>  <p>Martin Garratt, Director, GCP</p>	<p>A New Tourism Strategy & Action Plan</p>  <p>Richard Denman, The Tourism Company</p>	<p>GCP International Relations Focus & Priorities</p>  <p>Chris Parkhouse, Deyton Bell and Cambridgeshire Institute of Directors</p>
<p>Goal 1: Support for the Hi- tech economy</p>  <p>Walter Herriot, St. John's Innovation Centre and the Technopole Group</p>	<p>Goal 2: Encouraging business growth</p>  <p>Julia Barrett, Economic Development and Enterprise Forum and Cambridgeshire County Council</p>	<p>Goal 3: Developing World Class Skills</p>  <p>Nick Clarke, Federation of Small Businesses and SysAdmins</p>
<p>Goal 4: Benefiting All</p>  <p>Kirsten Bennett, GCP IiC Strategic Board and Cambridgeshire ACRE</p>	<p>Goal 5: Creating a high quality place to live, work and visit</p>  <p>Stephen Catchpole, Cambridgeshire Horizons</p>	<p>Keynote Address: A World Class Exemplar – San Francisco Bay Area Economic Forum</p>  <p>Sean Randolph, President, Bay Area Economic Forum</p>

Presentation: GCP Update: *Martin Garratt, Director, GCP*

Slide 1



Greater Cambridge Partnership

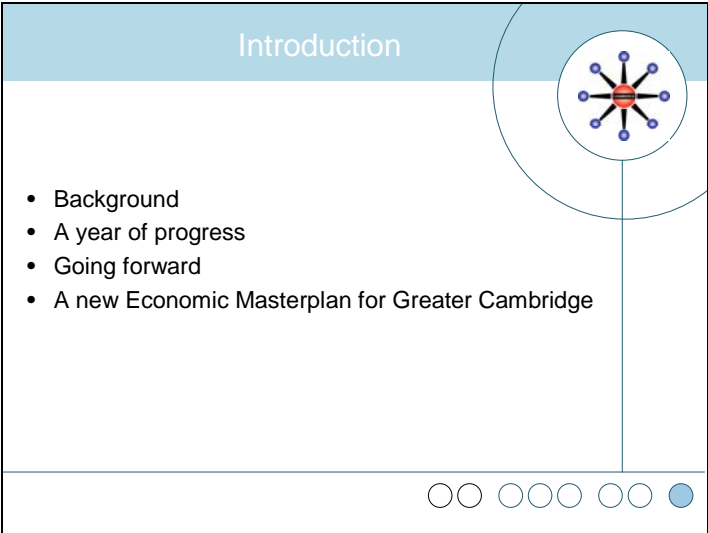
21 June 2007
Annual Conference

Martin Garratt, Director

Navigation: 7 circles, last one filled

Decorative graphic: A circular logo with a red center and blue nodes connected by lines, positioned in the top right corner.

Slide 2



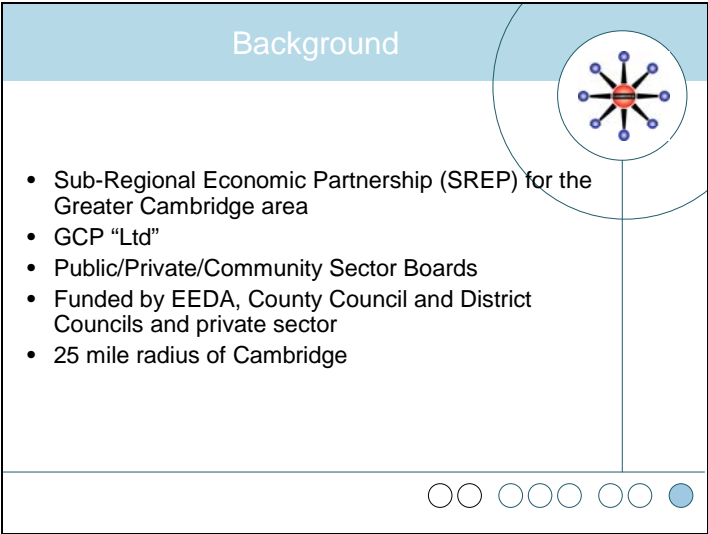
Introduction

- Background
- A year of progress
- Going forward
- A new Economic Masterplan for Greater Cambridge

Navigation: 7 circles, last one filled

Decorative graphic: A circular logo with a red center and blue nodes connected by lines, positioned in the top right corner.

Slide 3



Background

- Sub-Regional Economic Partnership (SREP) for the Greater Cambridge area
- GCP “Ltd”
- Public/Private/Community Sector Boards
- Funded by EEDA, County Council and District Councils and private sector
- 25 mile radius of Cambridge

Navigation: 7 circles, last one filled

Decorative graphic: A circular logo with a red center and blue nodes connected by lines, positioned in the top right corner.

Slide 4

Greater Cambridge Area

(For indicative purposes only. Not to scale)

Slide 5

A Year of Progress

- GCP area EEDA funding drawn down £5.8m
- 98% spend against (EEDA) budget
- Targets met or exceeded

SKILLS	TARGET	OUTPUT
Skills: People assisted in skills development	500	637
Jobs: People assisted to get a job	230	349
Businesses: Assisted to improve performance	28	49

Slide 6

A Year of Progress

Technology

Slide 7

Towards a New Economic Masterplan

- Strategic Research
 - Greater Cambridge Index 2000 – 2007
 - Economy/People/Place
 - 70,000 jobs requirement research
 - Cambridge Cluster Report


⇓

- New Sub Regional Economic Strategy (Masterplan)
 - Based on existing statutory plans
 - SWOT analysis
 - The physical and “soft” interventions needed
 - A picture of the area by 2021
 - Your views will be sought





Slide 8

Economic Masterplan



(For indicative purposes only - Not to scale)





Slide 9

Conclusion

- GCP is strategic Sub Regional Economic Partnership for Greater Cambridge city region
- Exceeding economic development targets in relation to EEDA funding
- Future Economic Masterplan
- New website live by end of July

www.gcp.uk.net



Presentation: Launch of the Greater Cambridge and Peterborough Tourism Strategy & Action Plan: *Richard Denman, The Tourism Company*

Slide 1

Tourism Strategy and Action Plan

Richard Denman
The Tourism Company



The logo for The Tourism Company features a green compass rose icon to the left of the text 'THE TOURISM COMPANY' in a green, sans-serif font. Below this, the letters 'S&W' are written in a stylized, red, cursive font.

Slide 2

- Context and our study
- Tourism in Greater Cambridge
- Enterprise needs and aspirations
- Strategic approach
- Action Plan

Slide 3

Brief and methodology

The vision for this work is for there to be a true partnership of private and public sector interests, galvanized behind a strategy and action plan which can positively influence and develop the tourism product and local visitor economy

- Policy review
- Resource and market assessment
- Assessment of external context
- Enterprise survey
- One to one consultation
- Stakeholder workshop
- Draft strategy and review

Slide 4

Why is tourism important?

- ❑ Diversifies the economy and creates accessible local jobs. Currently >20,000 f.t.j.e.
- ❑ Is a growth sector
- ❑ Enhances international image
- ❑ Supports facilities crucial for business
- ❑ Supports distinctiveness and quality of life – heritage, arts, leisure
- ❑ Requires careful management

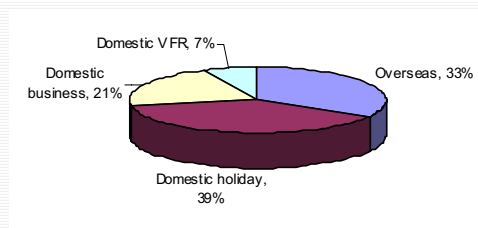
Slide 5

Tourism volume and spend

	Number of trips	Total spend
Overnight visitors	3.4m	£ 655m
Day visitors	19m	£ 500m

Slide 6

Overnight visitors: Spend



9. Delegate feedback

The responses on both the facilitated feedback stations and the feedback forms was very informative. The feedback has been separated into Tourism and International Relations to help identify the key areas of interest and opportunity.

Tourism

What are the priorities for Greater Cambridge?

Which of the proposed elements of the Action Plan are most important?	Total	%
A strong destination brand identity for Cambridgeshire	44/67	66%
Accommodation development and improvement	32/67	48%
Stronger co-ordination of information services	31/67	46%
A dedicated delivery mechanism for the strategy	28/67	42%
Improved visitor management and sustainable access	27/67	40%
Focused product development and improvement around a set of themes	27/67	40%
Develop conference and performance venues	26/67	39%
Marketing campaigns aimed at higher spend markets	24/67	36%
Enhanced business advice and training	19/67	28%
Better tourism performance data	11/67	16%

Combining both the feedback stations and forms, the following comments and suggestions were given and have been recorded as written by the delegates:

Accessibility and Better Transport Integration (22)

Cycle/walking

- Cycle paths – to link city with countryside
- Like Paris – buy 2,000 cycles – publicly owned
- City cycle tours – make cycling safer
- Lots more cycling facilities
- Better promotion of cycle tours / routes
- Opportunities for quality of life links with country / market towns / Cambridge
- Trails – linking museums/attractions

Bus/rail

- Bus services around town
- Promotion and coordination of public transport to attractions outside the city.
- Better public transport between market towns and Cambridge and Peterborough
- Tourism to help support rural services – buses, shops

Roads

- Tourism = cars = awful roads! To keep tourists happy, fill in the potholes
- Make parking available at stations like Ely
- A14 – more lanes

Air/international train

- Give people an easier / better welcome at Stansted; easier bus/train/taxi link to Cambridgeshire
- Link to Channel Tunnel rail link – St Pancras opens in Nov 2 legs from Paris / Brussels to Cambridge / Ely / Peterborough

Waterways

- Support / promote the development of the Great Ouse to Grand Union link (Kempston to Milton Keynes) - will open up the Great Ouse (most beautiful waterway in the country) to visiting boats
- The Fen link will need more mooring space on the Cam in Cambridge if it is to bring more tourists into Cambridge. This will be provided by The camToo Project

Disability access

- Accessibility issues for all especially with Paralympics as a catalyst??

Making the most of our existing attractions (19)

Fens

- Total 'Fens' offer – tourists do not recognise hard boundaries
- Fens vital – but not to get too crowded – balance between tourism and environment
- Link / embrace the Fens rural pathfinder environment action plan – includes tourism / access etc
- Make more of wonderful Fens – rural offer / natural life / sciences
- Think of links to new RDP – Leader

Ecclesiastical Heritage

- Are we missing an opportunity in exploiting the link between church heritage and a unique rural environment: Spiritual tourism; Retreat centres; Alternative spiritualities; Theological centres, link with theological colleges
- Yes – great Fenland Buildings –Crowland, Ely and other Abbeys
- Link to environment agency's Fens Waterfront Project – 20 year – linking Cathedral cities

Focus on younger generation

- For younger people, perhaps “themed” live museums / ‘hands on’ exhibitions are interesting eg. health / hospitals – research (medical)
- Yes, I would support this. Also opportunities in conservation and environmental themed opportunities
- For younger people – “play week” – promoting sport, clubs, activities in local area of benefit to children and young people

Waterways

- Link with wildlife/wetlands etc
- Better promotion of the waterways – under utilised

Aircraft

- Duxford graduations, attracts Scandinavians in their hundreds
- Aircraft / airfields / historic / modern themes

Museums

- Have a “museum trail”
- Link up with National Trust and English Heritage

Visitor management (12)

Better information

- More information for visitors at entry points
- Better “reception” at stations
- ‘Greater Cambridge’ welcome at Stansted
- Better signposting
- Improved tourist information
- Funding of information services

Targeting day trippers

- Encourage repeat business (for day trippers from London)
- Hub / orientation for day visitors to show what they’ll miss by not staying!
- Short breaks – promoting districts outside Cambridge to ensure congestion is eased

Promotion

- Stop complacency – tourism is growing – Cambridge has to keep up with the rest of UK
- Match and beat the competition. Is there an arrogance about Cambridge – are other cities surpassing us
- Press for ‘East of England’ brand from Regional Tourism

Hotels and Conference Facilities (9)

Number and quality of hotels

- Improve the quality of hotels in the city and throughout the region – some are a disgrace
- Accommodation – affordability / location
- Who pays for it, residents or Government?
- Better and more hotels and restaurants

Conference and concert facilities

- More conference centres crucial especially at edge of Cambridgeshire County Council
- Peterborough – decent concert hall essential

Local community engagement (5)

Local politicians

- Engage local politicians?
- Lead from the front – especially in the political arena. Private sector will follow

Voluntary sector

- Local community engagement through good community leadership
- Include voluntary sector for links to the community and community assets

University

- Recognise the importance of University visitors and the pinchpoints in the calendar
- need to persuade university departments to open their excellent collections more often

Workforce (4)**Migrant workers**

- Input of immigrants within tourism industry – workforce retention - training, development
- English as a foreign language training EFL

Affordable Housing

- Work with other sectors / planners to provide housing for tourism/hospitality workers

Training

- Please improve customer service – shops, hotels, restaurants

Sustainability (4)**Promotion of eco-tourism**

- Pioneer the area for sustainable tourism
- Improve eco/environmental offer
- Coordinate the promotion of eco tourism sites
- But Is eco tourism a contradiction in terms?

Make use of existing good practice (2)

- Northern Holland - Eindhoven etc / Suffolk

International Relations

Companies / Organisations

- Fund Managers (Singapore Gov; EIF-Lux)
- Use of alumni
- Use existing overseas business as ambassadors
- Focus on the ones who are already here and make sure they stay long term
- Plusgrow

Countries / Regions

- **Western Europe** (4)
 - Germany – Unite hi-tech departments eg. Kiel, Heidelberg / education (hi-tech workshops)
 - Switzerland – education / high-tech
 - France
- **Northern Europe** (3)
 - Denmark – buying farms here – land comparatively very cheap
 - Netherlands – obvious links – heritage buildings / horticulture
 - Nordic region especially Sweden
- **America** (3)
 - Davis, California (US);
 - Maryland (for biotech due to hospital links);
- **Japan** (2)
 - thoroughbred / racing links to Newmarket (tourism and race visitors); breeding
- **India** (2)
 - ICT, biotech, agri, education, endless opportunities!
- **Eastern Europe** (2)
- **Southern Europe** (2)
 - Region Emilia Romagna (Italy);
 - Mondragon, Spain;
- **New generation of mega rich Russians,**
- **Greater Toronto region / Canada**
- **Ireland**
- **Dubai**
- Should use Trade Missions (influence themes) identifying countries selected by DTI and then band the drum for Cambridgeshire!

Sectors / Technologies

Hi-tech

- Hi-tech manufacturing (6)

- Electronic components
- High end audio (professional)
- Environmental technologies (4)
- *How do we manage product supply chains to retain benefits*
- *How do we retain IP and value of our R&D?*

Bio-medical/health care (3)

- Pharma eg. Paradigm – sold to Taheda
- Healthcare
- More focus on Paralympics – what are our USPs - proximity to transport links and link to bio-medical to create better facilities?

Tourism (3)

- Food / agriculture – support tourism
- IT – support tourism (destination management)
- Cambridge version of Centre for Alternative technology?

Education (3)

- EFL especially for Eastern European language speakers – to learn and work here
- Education – linked to other regions

Food/Agriculture/Crop Science (2)

- Agriculture – life sciences, food
- Seeds and plant technology, link with agriculture / horticulture

Equine (other than racing) will embrace the R&D that Newmarket has to offer

Creative industries

Social enterprise clusters/hubs (Norman Rides)

Aerospace and defence – build on Marshalls, Ultra in Cambridge and BAe in Stevenage

Financial and professional services sector – important, not peripheral!

Other

- Encourage open innovation
- Is tech cluster Cambridge rather than Greater Cambridge phenomenon?
- Housing and land shortage/pricing – support for families when relocating
- Cambridge Network/University of Cambridge corporate gateway!
- Gather other local cultural information from business enterprises (JLP)
- Grants / incentives
- Facilitate acquisition of companies if appropriate growth strategy
- Links between public sector bodies eg. youth groups participating in change

Other views and comments on the Conference

1. None at this time
2. More breakout workshops. More guidance on how companies can collaborate and what GCP needs from private sector. Get permission to put contact details on the delegate list and details on what people actually do. Venue very good!
3. Show how joined up we already are – comments on whiteboards suggests that we still have too many organisations trying to do the same thing
4. Good, well focussed
5. Very well organised
6. Venue very difficult to reach by public transport (think ???)
7. Excellent location
8. More workshop network opportunities
9. More breakout time for discussion perhaps, but well run and interesting
10. Very well organised
11. Excellent event
12. Doing a good job, keep it up!
13. Transport / Transport / Education
14. Create a network that supports (2)
15. Very well organised. Food was delicious, good variety
16. Excellent, very informative event, thank you
17. Always enjoyable!
18. Excellent. Thought provoking. Delegate list slightly heavy on public sector?
19. More new insights from new people to the region
20. Excellent organisation
21. Very good facilities
22. Everything very good, thank you
23. It would be good at a future conference to feature issues of corporate social responsibility
24. Excellent conference, well organised
25. Very good
26. Too private sector orientated – what about working with voluntary and public sectors?
27. Very interesting
28. Well organised
29. Good
30. Excellent – great balance. Need to be harder on time keeping. Good venue