

## Cambridgeshire Together Special

### GCP Leads on Economic Prosperity for Cambridgeshire Together

- Cambridgeshire Together is a group of the county's key public sector organisations working in partnership to improve the quality of life for all who live, learn, work and travel in Cambridgeshire.
- Cambridgeshire Together has entered into a Local Area Agreement (LAA) contract with central government that comprises of five themes and a number of key indicators and targets.
- The GCP's role, through the Partnership Board, is to lead on the economic prosperity theme, including managing performance against the targets for the relevant economic indicators.
- **The newsletter articles below provide examples of projects led by GCP partners that are helping to achieve the economic prosperity targets in the LAA. [Download more details on the LAA.](#)**

### New Business Registrations (Indicator 171)

- A key indicator of the state of the economy is new business registrations (defined by VAT/PAYE registration).
- A range of [Business Link East](#) programmes are being delivered to assist start-up businesses. New in 2009 are the start-up network events for peer mentoring which will help businesses to grow to the VAT/PAYE registration stage. Contact Business Link for more information.
- Additionally the CREAM (Cambridgeshire Rural, Enterprise Advice & Mentoring) project run by NWES also provides disadvantaged communities within Cambridgeshire with the support needed to set up their own business.

### Reducing Benefits Claims in Fenland (Indicator 152)

- Despite the recession, GCP partners are working on a range of initiatives to help people off benefits and into work in Fenland.
- Fenland District Council is working closely with Jobcentre Plus to assist the unemployed back into work, including by promoting the employer recruitment subsidy scheme.
- The [Jobcentre Plus](#) contract with [Reed in Partnership](#) and the [Papworth Trust](#) is targeting Invalidation Benefit recipients throughout the district.



Rosmini Centre - providing support for people into work

- Various Investing in Communities projects seek to reduce the barriers to employment such as the New Horizons laptop loan scheme, Learning Communities and the Rosmini Centre in Wisbech. [Download the latest Programme Summary.](#)

### Increasing Level 2 Qualifications (Indicator 163)

- Level 2 qualifications are described as 5 GCSEs grade A-C or equivalent. Various Learning and Skills Council and other activities are seeking to achieve the target including:
  - The [Train to Gain \(T2G\)](#) skills programme for employees, brokered by The Consultancy Home Counties (TCHC) in the region. Wisbech company, Pike Textiles has trained one third of its staff to Level 2 resulting in £50K of cost savings. What is your company doing to develop its staff?
  - To improve staff skill levels, the Skills Pledge has been signed up to by the County, Cambridge City and Fenland Councils and a number of other organisations across the public and private sectors.
  - Has your organisation signed the skills pledge to help achieve the target? If not [sign up now.](#)

### Increasing Adult Participation in Sport (Indicator 8)

- The sports partnership in Cambridgeshire, Living Sport (closely supported by the local authorities), is leading the coordination of projects to achieve the target of increasing the number of adults who participate in sport for 3 x 30 minutes each week. Click here for more info [www.livingsport.co.uk](http://www.livingsport.co.uk).
- A number of initiatives are now being introduced by local authorities to promote sport participation across workplaces including lunchtime jogging clubs, introductory badminton sessions and cycle to work schemes

### Improving business satisfaction with Regulation Services (Indicator 182)

- This indicator is used to measure satisfaction and to gauge the helpfulness and proportionality of any regulatory action/contact. It applies to Trading Standards, Environmental Health, Licensing and Fire.
- A group made up of the Heads of Environmental Health and Trading Standards from across Cambridgeshire local authorities is leading on actions to achieve the target.
- Appropriate local regulation is key to supporting legitimate business, protecting our communities and tackling rogue traders. A countywide action plan has been agreed to deliver this, you can [download it here.](#)
- Activities aimed at engendering a greater empathy with businesses are planned. An example is a job swap between small businesses and public sector regulators.

For a large text copy of this newsletter please email: <mailto:lucy.brock@cambridgeshire.gov.uk>.