

## The LIS in Short

### Our 25-year vision

To be a leading place in the world to live, learn, and work whilst doubling our economy.

### Our Goals

1. To scale growth further to benefit the whole area, building on Cambridge's World class assets to **create INCLUSIVE growth across our economy**
2. To **deliver a shared growth ambition across the OxCam Arc** to become part of a global economy able to rival those of Toronto, Boston, Helsinki, Tel Aviv and Seoul

### Our strategic approach

1. **Improve the long-term capacity for growth in Greater Cambridge** to support the expansion of this innovation powerhouse and, crucially, reduce the risk of any stalling in the long-term high growth rates that have been enjoyed for several decades.
2. **Recognising Cambridgeshire and Peterborough has three distinct sub-economies**, the Fens, Greater Peterborough and Greater Cambridge. The LIS will tailor and mix interventions to the needs of each of these specific sub-economies.
3. **Increase sustainability and broaden the base of local economic growth**, by identifying opportunities for high growth companies to accelerate business growth where there is greater absorptive capacity, beyond the current growth bottlenecks in Greater Cambridge.
4. **Do this by expanding and building upon the clusters and networks** that have enabled Cambridge to become a global leader in innovative growth, creating an economy-wide business support eco-system to promote business inclusive growth

### The key interventions

1. **A growth coaching service** targeted towards our highest potential medium sized businesses to accelerate growth in the businesses already here
2. **An inward investment service** to target larger firms to relocate to the area to raise productivity and provide higher value jobs
3. **Innovation Launchpads** to increase the number of higher value businesses and jobs, by replicating, across the economy, the support infrastructure, incubators, training academies and product innovation support common in Cambridge.
4. **Improved adult education** to raise the mid-level skills to improve productivity and support business growth
5. **A skills brokerage** to recover and scale the provision of apprenticeships to bridge the current gap between the needs of business and skills being generated locally
6. **A new university for Peterborough** to fill the higher level skills gap in the north of the economy to support accelerated business growth and raise individual opportunity and prosperity