



A MEMBER ORGANISATION OF THE BUSINESS COMMUNITY DEDICATED TO IMPROVING THE FUTURE OF CAMBRIDGE

NEWS

The support for CA and what it represents continues to grow. As the committed membership has increased beyond the inflexion point of 'to happen or not to happen', a Director of CA has been appointed and the details of the organisation and how it will operate have been refined. This newsletter provides a brief update. More information can be obtained from Jane Paterson-Todd on: 07931 567939 and jane@cambridgeahead.co.uk

CA's OBJECTIVE

CA's motivation is a desire to make Cambridge even more successful by focussing on long term planning for its future and quality of life, by actively promoting its case and the opportunities it provides. CA's bold aim is to make Cambridge the pre-eminent small city in the world.

CA INCEPTION: CA will open its doors on 23rd September when the Director, Jane Paterson-Todd, will start work to refine and implement the agenda with the support of CA's board and management committee.

LAUNCH DATE: CA will then be more formally and publicly launched on 31st October with a lunchtime reception for local leaders in the business, public and voluntary sectors. There will be short speeches (by the Chairman, Director and a guest) followed by a press briefing.

MEMBERS: as at the end of July those who have agreed to be founding members of CA are Anglia Ruskin University, ARM, Bidwells, Brookgate, Cambridge University Hospitals NHS Foundation Trust, Deloitte, Grosvenor Britain and Ireland, Howard Group, Marshall of Cambridge, Mills and Reeve, RG Carter, Savills, Trinity College and the University of Cambridge. Together these businesses employ over 23,000 people in Cambridge.

CHAIRMAN: the founder Chairman will be Jeremy Newsum; however within six months the first full term Chairman will be appointed by the Board to lead CA for the following four years. Jeremy has made it clear that he believes CA's Chairman should be active in business in Cambridge.

BOARD AND ADVISORS: the founding board members of CA will be St Clair Armitage, Nicholas Bewes, Graham Budd, Robert Carter, Rory Landman, Patrick McMahon, Robert Marshall, Ian Mather, Jeremy Newsum, Jonathan Nicholls, Paul Schofield, Mike Shaw, Mike Thorne and Sven Topel. The board will meet monthly for the first 6 months and thereafter bi-monthly. Matthew Bullock, James Buxton, David Cleevely, Charles Cotton, Warren East, Peter Landshoff and Christopher Walkinshaw continue to give advice to CA.

MANAGEMENT COMMITTEE: Jane Paterson-Todd will be supported day-to-day by a management committee of five including Patrick McMahon, Ian Mather and Jeremy Newsum. The management committee will meet fortnightly for an hour or as required.

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LINKS WITH OTHER ORGANISATIONS:

whenever possible CA will deliver its work in close liaison or in joint operations with like-minded groups. In particular, the effort to promote Cambridge more effectively internally and externally should be managed in conjunction with Cambridge Network and the other networking groups. All prominent business groups will be invited to participate in CA's work and it is CA's intention that the Local Enterprise Partnership for Cambridgeshire will benefit from all of CA's activity.

HOW CA WILL WORK

The value of CA will be derived by concentrating on a maximum of four or five tasks at any one time. The work will not all be carried out by Jane Paterson-Todd but by member task forces, led by a member of the board. Jane will support each task force. The task forces will often stimulate discussion and assimilate opinion across the Cambridge business community through a series of small meetings to generate the widest possible input. CA may produce pamphlets, open letters or formal reports. It will expect to build close working relationships with local and central government.

Profile -

Jane Paterson-Todd



Jane was CEO of the Chickenshed Theatre in London - a charity that encourages people from all walks of life and abilities to be part of its theatre membership. She has increased turnover of the Theatre by 32% over her three year tenure and has repositioned the Theatre through a comprehensive brand review.

Jane's career has spanned both the commercial and not-for-profit sectors, with prior appointments including those of Group Commercial Director of Emap Conferences where she was responsible for sales revenues of over £5m; Head of Development at the Barbican Art Centre bringing a fresh approach towards corporate membership and sponsorship and over 11 years in the media, particularly in advertising departments of the National press - The Telegraph, Times and Women's consumer magazines, Elle and Elle Decoration.

Jane is a very keen cyclist. She also dives, climbs mountains and has competed in an ultra-marathon of 100 miles.

Profile -

Jeremy Newsum



Jeremy Newsum is Executive Trustee of the Grosvenor Estate and has lived near Cambridge for 25 years. He is also a member of Cambridge University's Syndicate for the West and North West Cambridge Estates, a member of the Council of Imperial College London, a director of Grupo Lar and an adviser to Al Futtaim, a private trading group based in Dubai. Past appointments include Chairman of the Urban Land Institute, President of the British Property Federation and a Church Commissioner. He is a member of the Finance Committee of Trinity College, Cambridge and a William Pitt Fellow of Pembroke College, Cambridge.

CA's AGENDA

THE EMERGING PRIORITIES ARE AS FOLLOWS

1. Promoting Cambridge – first we must be clear about what we have now in this great place. Most if not all of the information exists but it is fragmented. Working with the networks and local government, CA will collate the information needed for effective promotion of Cambridge and its interests nationally and internationally. The goal must be greater recognition of the role, importance and opportunities in Cambridge.
2. Establishing a Vision – alongside the ability to promote Cambridge, there must be a clear long term vision for the City which can transcend short term politics. CA will help to formulate this by proposing ideas to elected leaders for wide debate. The vision might be demonstrated through a concept plan for the city which could take the form of a physical or virtual model. Flowing from the vision will be a set of requirements for infrastructure which will undoubtedly provide future challenges for CA, governments and other organisations.
3. Providing a Conduit – there must be effective dialogue with both local and national civil servants; there is a constant flow of new initiatives from the European Union, the UK government, research institutes and other business organisations; accessing grant opportunities and responding to initiatives requires vigilance and the ability to mobilise responses. CA will ensure it always has the opportunity to take advantage of what is available and to be in the vanguard of new ideas flowing to and from Cambridge businesses.

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